

UNIQUE > DIFFICULT

As you begin thinking about your story and how you want to show your value, keep one important note in mind: *just because something is more difficult does not mean it is more valuable in the eyes of a potential employer. What really stands out is when something is unique, regardless of the difficulty to complete.*

So if you are a senior in college and wondering if you should grind out 7 classes/semester in order to double major, I recommend you think again. Is there something else you could add into your life that may take up significantly less time but is more *unique*? Lots of people double major. It is not unique and also takes up a significant amount of time. Could you perhaps keep your single major and instead start a club on campus?

TWO EXAMPLE STUDENT BACKGROUNDS

- **Student A:** I am a 4th year student double-majoring in Economics and Philosophy.
- **Student B:** I am a 4th year student majoring in Economics. I am also the Founder and President of the Philosophy club on campus, a 12-person organization that meets weekly to discuss relevant readings, life goals, and the meaning of life.

The second example is likely more impressive to an employer *and* takes significantly less time to complete. Additionally, the second bullet is *unique*. Lots of people

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double-major. Very few people start a Philosophy club. *Just because something is harder to complete does not mean it is more valuable.*

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So as you plan out your next steps in life, whether it be in school or the real world, keep this in mind. Just as important as *what* you do is *how* you tell your story.