

What's the Point in



Geography?

To help you understand the value of geography, we've spoken to a number of professionals who still use the skills, qualities and knowledge they gained from the subject at school in the work they do today. Turn over to find out who they are, what they do and what they had to say.....

What's the point in geography?

The Pilot

Geography is a vital subject because it helps us to understand cultural differences, our orientation in space, and other world matters. Specifically, in aviation as well as global navigation, it also covers meteorological subjects which are very important to us.

Ken Carvosso, Retired Pilot

The Programme Manager

I studied geography throughout school and university; I loved it because it is so varied and you can pretty much study what interests you! I work in the Home Office in a strategy role, and one of the many things geography taught me is how to draw connections between things. Geography taught me that to understand something you need to look at its constituent parts: the physical, social, human, and economic elements. Being able to draw from different subjects and understand them holistically is really important in my role. There is no other subject like it!

Amy Herbert-Lafferty, Programme Manager at the Home Office

The Head of Marketing

Through studying geography at A-level and also for my degree, I have developed strong research and analytical skills. The ability to research a problem and apply data and insight to inform my decision making has proven a valuable skill. In my role as Head of Marketing, I am required to have a good understanding of our different customer groups and their motivations and behaviours when purchasing a product. This then supports the development of my marketing strategy.

Carmen Byers, Head of Marketing at Brompton Bicycle

The Head of Corporate Communications

Geography is the study of people and their environment (political, social, and physical) and as such is an excellent foundation subject which keeps your options open. Having studied geography at school, I've used it in various roles, including market research, product development and communications. I've also used geography in a variety of sectors including consultancy, not-for-profit (a human rights charity) and the public sector (diplomacy/foreign affairs).

Catherine Morris, Head of Corporate Communications at the Home Office

The Oil Industry Manager

Being a captain, I used the meteorology aspects of geography extensively and I went on to learn even more about it. This skill is essential, not only to avoid bad weather, but also to find the most efficient routes e.g. by using the currents and also for reporting the weather, and to which helps build the global picture I also used geography to help me to understand navigation, ice, and the global marketplace as well as applying metocean data in the design of new ports and terminals. In Shell we also employ many geologists who find oil and gas.

Capt. Chris Snape, Manager of Maritime Independent Assurance at Shell

The Civil Servant

I use map reading skills to determine the most suitable office to appoint new recruits based on where they live. We also use demographic data to decide where new offices should be opened.

Sarah Lapworth, Head of Restructuring, Redeployment and Redundancy at DEFRA

The Climate Physics Professor

I am an atmospheric physicist working on how tiny particles in the atmosphere affect climate and weather patterns. I use my geography knowledge to tell me the basic climate and characteristics of places around the world. I have been to Senegal, Niger and Italy for field work. Physical geography is a really strong part of meteorology and climate change, whilst human geography helps me to think about its impact on communities.

Ellie Highwood, Professor of Climate Physics at the University of Reading.

The Theatre Producer

I'm a theatre producer and my shows tour internationally. The understanding of the physical and cultural aspects of different countries and continents that I gained through studying geography has been really valuable in the aspects of my work that involve planning world tours for our shows. On a personal level, I love travelling and always enjoy seeing geographical features that I learned about in school 'in the flesh'.

James Seabright, Theatre Producer at Seabright Productions Limited

The Citizenship Manager

I am a Marketing Director and I spend every day thinking about my customers and what motivates them to buy products or change their behaviour. Geography is the study of man's interaction with the world, and how small changes can snowball into much larger impacts. Understanding how man's behaviour can be modelled, interpreted and changed is the core of marketing.

Matthew Leopold, Snr Corporate Citizenship Manager at Centrica Plc

The Pharmacy Director

At school, geography was interesting, but I never realised how important it would be to my business and altruistic activities. With a focus on global trade, and economic and international development (particularly with the UN Sustainable Development Goals), geography really helps me to understand the core issues of nutrition, health, education, economic development, and trade, as well as democracy and the rule of law. Geography, in all its forms, plays a big part in decision making, critical thinking and interventions.

Nick Horslen, Director at Prestwood Pharmacy Ltd

The Patent Attorney

The geography I learnt at A-level gave me an interest in environmental issues and population economics. I then went on to study geology as one of my first year options at university; this helped me to understand the environmental impact of some of our technologies. The skills I learnt (including population mapping tools and statistics) have certainly proved useful.

Dr Chloe Grover, Patent Attorney at Carpmaels & Ransford LLP



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