The high-skilled minority (characterised by their creativity, analytical and problem solving capabilities and communication skills) will have strong bargaining power in the labour market...

People with creative skills are the beneficiaries of the digital age, as digital technologies are making creative skills more productive.

Recent research concluded that one in ten of the UK lack the ability to create and adapt online content, and that creating was the skill most in need of improvement.

Creative occupations are more future-proof to technologies like machine learning and mobile robotics.

Creative Industries Federation

Employment in the the UK creative industries grew by 8.6% between 2011 and 2012, compared to the UK industries average of 2.2%.

Creative Industries Federation

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New attitudes and behaviours will be needed by individuals and businesses founded on flexibility, resilience, collaboration, entrepreneurship and creativity.

The Future of Work: Jobs and Skills in 2030 (UKCES)

Above all, the ability to respond to continuous change will be critical.