

Why is Creativity Important to Employers?

CREATIVITY IS ON THE RISE

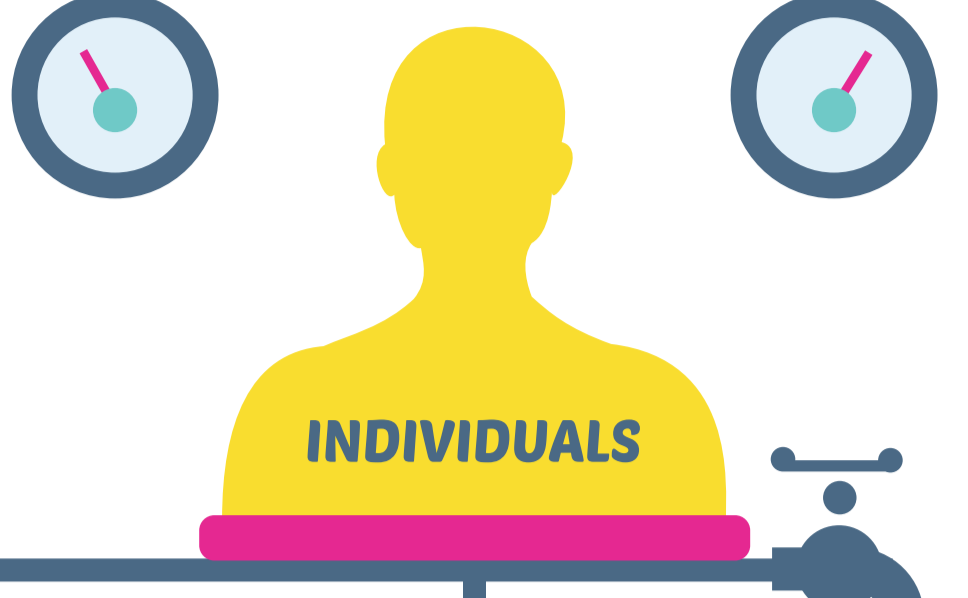
Creativity skills TRANSCEND BOUNDARIES

'There is nothing as creative as engineering'
Sir John O'Reilly
Director General of Knowledge and Innovation

GLOBAL
CROSS-INDUSTRIAL
TRANSFERABLE

Creativity skills are not just needed in the creative industries, the engineering industry needs creative problem solvers, the tourism industry needs imaginative marketing and services...
thecreativeindustries.co.uk

Creative work can be hugely rewarding on a personal level



- Creativity skills can empower you to become an entrepreneur, creating your own job
- Creativity skills can help everyone find greater job security, and even faster promotion
- Creativity skills empower people to set up their own businesses and invent new markets

58% of employers expect creativity skills to grow in importance in the next three years
Skills of the Future Report

Creative DIGITAL SKILLS

- ENHANCING
- EMPOWERING
- ENABLING

Problem solving is cited as the top skill required by employers with

50% citing it in their top three
Skills of the Future Report

Creative individuals with initiative bring fresh ideas to business.

Employers value what creativity enables in their employees:

- FLEXIBILITY
- RESILIENCE
- PROACTIVITY
- ANALYTICAL THINKING
- INITIATIVE
- ENTREPRENEURISM
- COLLABORATION
- ADAPTABILITY

Our research shows that in an outperforming organisation, **creativity is integral to success.**

People are most creative in an environment where individual ability is recognised, new approaches are always welcome and leaders set an example, by focussing on the challenges of the future.

Investors in People

People with creative skills are the **beneficiaries of the digital age**, as digital technologies are making **creative skills even more productive.**
Creative Industries Federation

DEVELOP YOUR TRANSFERABLE CREATIVITY SKILLS THROUGH:

- WIDER ACHIEVEMENTS
- AWARDS
- QUALIFICATIONS
- WORK EXPERIENCE
- MAKING CONNECTIONS

"Creativity is the essence of invention and inspiration, and it is what fuels our economy. Indeed, global research we conducted in 2012 showed that 8 in 10 people feel that unlocking creativity is critical to economic growth and nearly two-thirds of respondents feel creativity is valuable to society."
Shantanu Narayen, Adobe President and CEO

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

43%

'Employers are moving away from looking for compliance, to looking for creativity'
David Cameron, Education Consultant

Around 24% of the workforce are engaged in creative employment
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 0.7%
thecreativeindustries.co.uk

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...

...whilst the low-skilled will bear the brunt of the drive for flexibility and cost reduction, resulting in growing inequality.
The Future of Work: Jobs and Skills in 2030

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

Predicted growth in the creative economy will rise from... **10% in 2014** to **20% in 2020**
Creative Industries Federation

The global labour market in 2030 is likely to be highly competitive.

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.