



Creativity: The Essential Future Job Skill

Last year, we asked more than **1,000** American Gen Z students and **400** teachers what they think about creativity. The results were quite profound...

PERCEPTIONS OF THE FUTURE GEN Z WORKFORCE (Shown: % Somewhat Agree/Strongly Agree)



89%

Creativity is going to play an integral role in solving many of the challenges the world faces today.

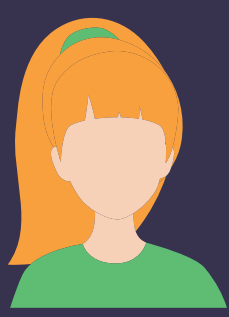
93%



85%

Being creative will be essential to Gen Z's success.

91%



STUDENT
83%

83% of students believe they will be **CREATING** in their future careers.

94% of teachers feel that their Gen Z students will one day have careers that do not exist today.



TEACHER
94%

The vast majority are convinced that advanced creative skills will be essential in the future, but don't just take our word for it. Other sources, including the US Department of Education, The World Economic Forum and Bloomberg agree.

US Department of Education

"Reimagining the Role of Technology in Education: 2017 National Education Technology Plan Update."
US Department of Education, January 2017, <https://tech.ed.gov/files/2017/01/NETP17.pdf>

According to this study, schools that hope to develop globally competitive students should "weave 21st century competencies and expertise throughout the learning experience." The skills they recommend incorporating into traditional academic subjects—all of which require creativity—include:

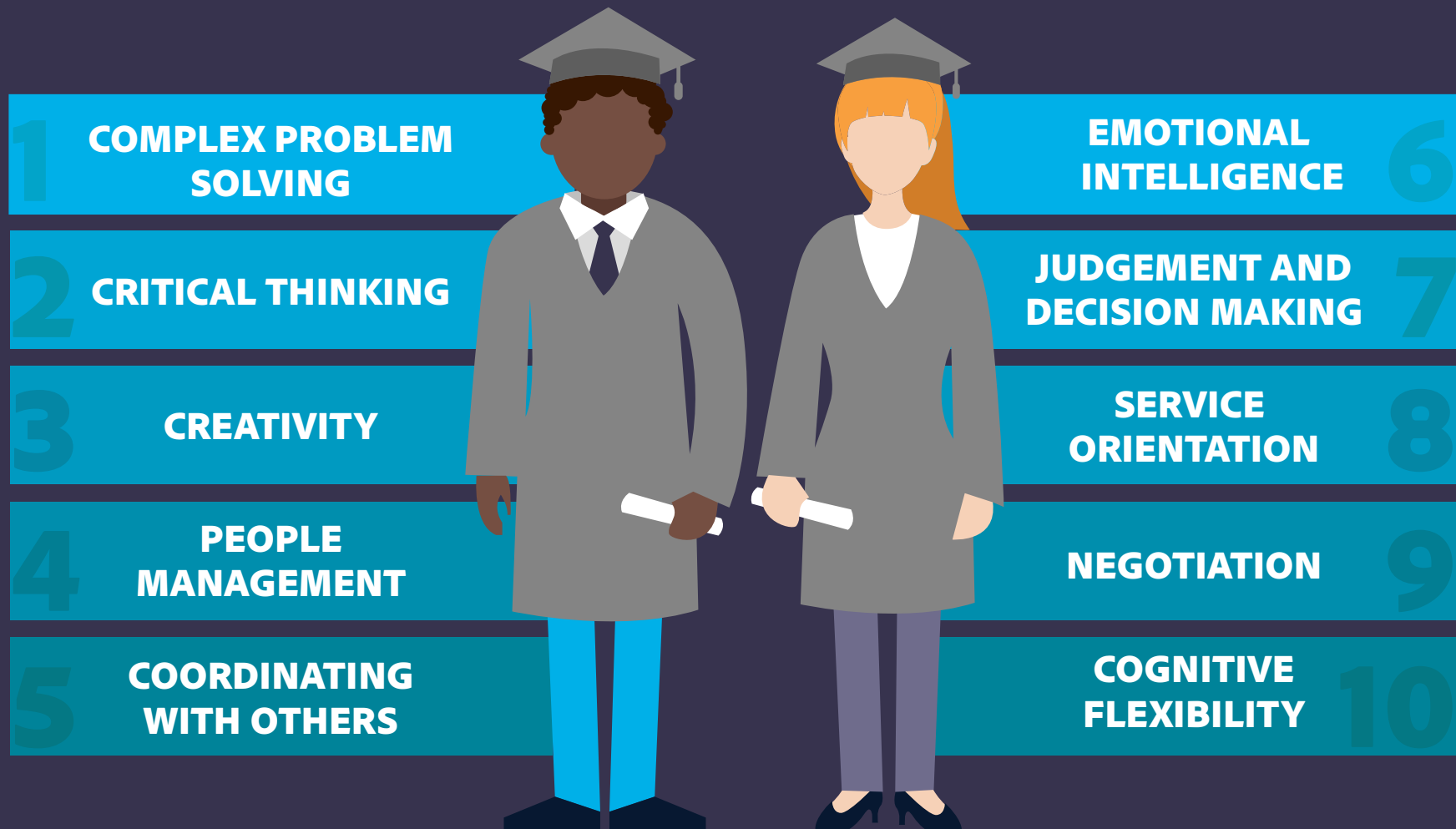


World Economic Forum

"The Future of Jobs Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution."
World Economic Forum, January 2016, http://www3.weforum.org/docs/WEF_Future_of_Jobs.pdf

In January of 2016, The World Economic Forum asked chief human resources and strategy officers from leading global employers which skills will be required to thrive in 2020 and beyond. As the other studies suggest, **creativity** will become among the three most important skills tomorrow's workers will need.

Here are the top 10:



Most striking? **Creativity** is a key part of many of the skills people will need. With the avalanche of new products, new technologies and new ways of working, workers are going to have to become more creative in order to benefit from these changes.



Robots may help us get to where we want to be faster, but they can't be as creative as humans (yet).

The Bloomberg Job Skills Report

Cannon, Christopher and Francesca Levy, "The Bloomberg Job Skills Report 2016: What Recruiters Want."
Bloomberg, February 9, 2016, <https://www.bloomberg.com/graphics/2016-job-skills-report/>

Each year, Bloomberg asks recruiters hunting for the nation's top talent which attributes hiring managers are looking for and how the latest crop of MBA graduates stack up. In 2016, the company asked 1,251 job recruiters at 547 companies about the skills they want most. **Creativity** made the list yet again:



- 1. COMMUNICATION SKILLS**
- 2. ANALYTICAL THINKING**
- 3. WORK COLLABORATIVELY**
- 4. STRATEGIC THINKING**
- 5. LEADERSHIP SKILLS**
- 6. CREATIVE PROBLEM SOLVING**
- 7. MOTIVATION/DRIVE**
- 8. ADAPTABILITY**
- 9. QUANTITATIVE SKILLS**
- 10. DECISION MAKING**
- 11. RISK TAKING**
- 12. WORK EXPERIENCE**
- 13. GLOBAL MINDSET**
- 14. ENTREPRENEURSHIP**

Creativity will clearly play a critical role in future careers—especially in jobs that don't yet exist. **CRITICAL THINKING, CREATIVE PROBLEM SOLVING, COMMUNICATION, COLLABORATIVE TEAM WORK, DIGITAL LITERACY** and **ENTREPRENEURSHIP** all depend on it. These skills are at the heart of what Adobe brings to education.

Adobe's Creative Cloud provides students at every age and level the most powerful tools they'll need in the future. Creative tools for school become creative tools for life.

To learn more about Adobe's offerings in K-12, please go to www.adobe.com/education/k12.html

To learn more about Adobe's offerings in higher education, please go to www.adobe.com/creativecloud/buy/education.html

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