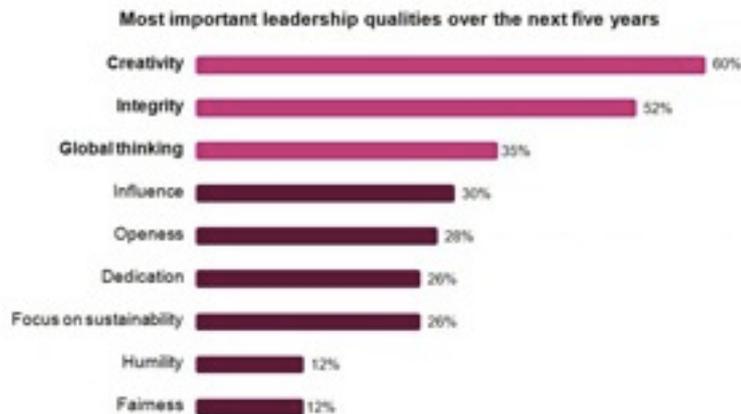




Creative skills are in demand !!!

Study reveals Global Creativity Gap



According to recent research by IBM and Adobe, 8 out of 10 people think that creativity is the most important asset that leaders can possess. Sir Ken Robinson, one of the leading advocates of creativity in education says “The truth is that everyone has great capacities but not everyone develops them. One of the problems is that too often our educational systems don’t enable students to develop their natural creative powers. Instead, they promote uniformity and standardization. The result is that we’re draining people of their creative possibilities and, as this study reveals, producing a workforce that’s conditioned to prioritize conformity over creativity.”

Creativity should be taught as a course

The U.S. study, *Creativity and Education: Why it Matters*, sheds new light on the role of creativity in career success and the growing belief that creativity is not just a personality trait, but a learned skill. Based on the study, 85% percent of respondents agree creative thinking is critical for problem solving in their career, and 68% of respondents believe creativity is a skill that can be learned. Nearly three-quarters (71%) say creative thinking and confidence building should be part of the curriculum “taught as a class – like maths or science.”

John Rainford of Strawberry Fields delivers courses on Creativity and Innovation at leading global Universities and many of his students believe that creativity is key to their career path and success.

Part of the survey revealed that 9 out of 10 professionals think that creativity is essential to economic growth, with 78% saying it is important for their career. At the University of Birmingham Business School, the Director, Jonathan Michie advocates a strong creative culture “I am pleased to use this opportunity to record my thanks. John’s ‘Creativity for Competitive Advantage’ course was mandatory for All of our students on our main MBA programme.”

Hamdi Derwaki one of the Entrepreneurship MBA students who has a law degree remarked “The benefits of this creative course was that we could use the learning in so many different ways, such as in economics and in finance; his course was life changing.”



Strawberry Fields workshops on Creativity provided confidence in decision making for Shell Global Solutions spanning three continents, in the US, Europe and the Far East. Learning how to develop their people’s creative skills has had huge impact on their ability to innovate new business.

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