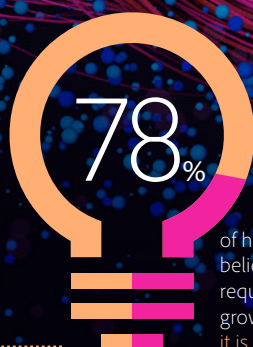


Creative candidates get hired.

Creativity is critical to economic growth.



of hiring managers believe creativity is required for economic growth and 85% believe it is valuable to society.



think businesses grasp the importance of creativity.

STUDENTS ARE UNPREPARED FOR FUTURE JOB MARKET.

Are students ready for today's dynamic workplace?

7 in 10



say no.

Seven in ten hiring managers agree that students are unprepared and lack the necessary skills for success.

EVOLVING MARKETPLACE AND TECHNOLOGY ARE CHANGING THE EVALUATION CRITERIA FOR CANDIDATES.

Which skills have gained the most value in driving salary increases in the last five years?



51% **Problem solving**



47% **Creativity**

What skills are becoming most essential for new hires to possess?

HIRING MANAGERS TURN FOCUS TO CREATIVITY AS ESSENTIAL SKILL.

Creative skills are preferred over conventional skills by more than



5 to 1

94%

of hiring managers agree creativity is key when evaluating candidates for a job.

82%

of hiring managers seek well-rounded candidates who can creatively apply core skills to a range of business and technical problems.

Tech-savvy

88%

Communicate through digital and visual media

82%

Creativity

76%