

Journal Log Number 3:

1. Discuss 10 reasons why employers are seeking Sheridan graduates who display/possess creativity.

1. Problem solving skills - employers are looking for someone who is able to solve problems on their own before having to enrol their superiors. They want someone who will take charge and make a call even if it is the wrong one because at least then they tried. There is no job where you can be prepared for 100% of the issues that may arise but having the skill set to consider the problem and formulate a solution is such a valuable skill in these situations.
2. Creative digital skills - We live in a time where the digital world is everywhere and many businesses have had to change with the times and shift to a digital format. This could look like having a website, an online store, social media accounts, and many more possibilities. Without a clear understanding of how the digital world works a business could really suffer without a digital presence. This is why employers are looking for individuals with digital skills to join their team.
3. Moving away from complacency to looking for creativity - In a time where there are so many people and not as many jobs, employers are moving away from the idea of just hiring someone who they do not have 100% confidence in, and rather waiting to find the best people. Employers are more interested now in waiting for the right creative person who could really benefit their company.
4. Enables proactivity - creative people understand how the creative process works and know that being proactive is a necessary step when creating. This skill set also shows up in their work ethic and produces very proactive people who do not need to be walked through all the steps they must take, and instead do it all without being asked
5. Creative people bring fresh innovative ideas - Creative people know that settling and sticking with the same old practices does not lend to reaching the highest success level for all individuals. This is why they are always bringing fresh new ideas to the table to try to unleash the potential amongst their team. New ideas equate to a higher success rate.
6. Enables resilience - The creative process can be difficult at times and make an individual want to give up. However, because creative people are so passionate about the success of their creation they gain resilience skills to keep going. They learn how to push through difficult times with success in mind, which is a very important trait for an employer who may know that in the line of work their employees will face that.
7. People with creativity skills are the beneficiaries of the digital age - People with creativity skills are going to be the group of people that benefit most from our world moving so much towards a digital only format. Having the skills already to understand the digital world will put these people ahead in every aspect of life but especially the workforce. There are so many digital assistant jobs now because many more senior people in the workforce just do not have the skillset to operate in this highly digitalized world.
8. Enables collaboration - One of the best things about creative people is that they know they will always benefit from another opinion and so they are constantly seeking out

feedback. Having an open mind to collaborating and working in a group or team is crucial for the workforce.

9. Creativity skills transcend boundaries - Creativity skills are able to transcend the boundaries of what we typically associate them with and show up in a person's work ethic. Skills that we previously mentioned like collaboration, resilience, and proactivity, although all typically associated with the creative process and the formation of something new, can also be applied to everyday work. These skills, along with so many others, are transcending many boundaries and showing up in every aspect of an individual's life because they are so easily reimagined in different ways.
10. Creativity skills empower people to set up their own business and invent new markets - Creativity skills empower individuals to take a greater sense of pride in their work and think of every task as if they were the boss and it was their name on the line. This pushes these individuals to have a greater sense of care for their process. This mindset also is what eventually pushed individuals to branch out of the company they may be currently working under and create their own business. This creates more jobs and the new business can take all of the values and practices from the previous company and apply it to the new business which could still be affiliated in some way, but with a more direct focus.

2. Comment on 5 of the statistics that are presented. Were they surprising or did you know them? Why? 250 words.

I was surprised by the fact that 58% of employers expect creativity skills to grow in importance in the next three years. It is good to see that employers are starting to recognize the importance of these useful skills in the field. There was a time when creativity and fresh new ideas were not accepted as openly and many found themselves stuck in a very traditionalist mindset so this is definitely a step in the right direction. I am not surprised by the fact that 50% of employers cited problem solving as a top skill required when hiring. I think problem solving has always been super important and the idea of micromanaging every decision made is not appealing to the employer or employee, which is why problem solving is so important. I was shocked by the fact that 43% of the UK lacks the ability to create and adapt online content. I feel that because I come from a generation that grew up while technology was developing, I often forget that there was a time before. I think the reason it shocks me most is that so much of what we do on a daily basis involves the digital world so I imagine not being confident with those skills would make things a lot harder. I also wonder how that statistic compares to Canadian and American numbers. In response to the fact about the global market becoming very competitive by 2030, my first thought was, why? I thought about it more and realised that with technology constantly developing and so many more things moving to a digital format it does make sense. We have already seen the effects of online shopping taking over and I

predict it will only become more and more normalised to have everything in an online format. Finally, the last statistic that stood out to me was that 8 in 10 people feel that creativity is critical to economic growth. I would not say I was shocked to learn this one, but more happy to hear that as a society we are starting to really value the creative minds that are trying to push boundaries and make new normals. I knew how I felt about the idea that creativity is a crucial part of reaching economic success, especially because of the program I am in and my career path