1. **Discuss 10 reasons why employers are seeking Sheridan graduates who display/possess creativity.**
2. Creative thinkers possess strong problem solving skills, which employers may value because a strong employee is one who can think independently for themselves and solve issues on their own. A creative Sheridan graduate would be considered a valuable team member to employers because they are likely to have strong problem solving skills
3. Creative thinkers tend to be flexible. A creative Sheridan graduate would be valuable to employers because they would be able to easily adapt to and thrive in new situations. The flexibility of creative learners is an invaluable skill employers would be looking for.
4. Creative thinkers are proactive and get things done without having to watch over their shoulders. Creative thinkers have a tendency to think about problems ahead of time as well as how to solve them if they come up. Furthermore, when a problem they did not plan for pops up, they immediately move to remedy the situation. Sheridan graduates who get to work at their own discretion and complete their tasks proactively are valuable assets to any team.
5. Creative thinkers are individuals who display an ability to think critically and analytically in many situations, which employers may find valuable as these individuals are able to pick apart problems and simplify them to be easier to handle. These people make excellent leaders because they keep track of the individual abilities of each member of the team and are able to efficiently and effectively delegate tasks and problems to get done. Thus, creative thinking Sheridan graduates would be valuable to employers as strong potential team leads.
6. Creative thinkers tend to collaborate well with others towards a common goal. Creative thinkers tend to be receptive to the thoughts and ideas of others, which creates a welcoming environment in which more individuals are willing to share their ideas. The more people share, the better the idea can typically become due to contributions from a rich variety of backgrounds and experiences which contribute to an overall idea. Furthermore, the collaborative nature of creative thinkers can help create a welcoming environment for employees and increase morale overall.
7. Creative thinkers tend to have motivated personalities and encourage themselves to work harder than others. Creative thinkers tend to identify problems and attempt to solve them on their own, so they are more intrinsically motivated to complete their work through the sheer bothersome nature of it. Creative thinkers will notice a problem in the workplace, lament about it and immediately begin thinking of how they can remedy the problem. This is valuable to employers because this unique skill means creative thinkers don’t need to be directly motivated as much as others to get things done; they find the motivation within themselves.
8. Creative thinkers tend to generate new/novel ideas that can be invaluable to the company or those around them. Creative thinkers, due to their tendency to think outside the box, often have the confidence to share their ideas and opinions and are not afraid to share new ideas, even when they aren’t fully fleshed out. Many people want to maintain being correct and are scared to be ridiculed if they share an incomplete idea or something they have yet to try. Creative thinkers have the courage and confidence to present new ideas before they have been validated, to learn what works and what doesn’t.
9. Creative employees tend to show more happiness and are more likely to remain at their jobs. Employees who are able to express themselves within the workplace tend to feel a stronger sense of belonging. This mitigates employee turnover and encourages employees to feel more comfortable truly expressing themselves at work, which in turn also benefits aforementioned areas such as their willingness to share new ideas.
10. Individuals who tend to be more deliberate and cognitive with their creativity tend to be more disciplined. These individuals have a lot of knowledge about certain subjects and combine it with the skills they possess to plan out how to achieve a goal. These individuals tend to use a lot of foresight to attempt to predict issues before they arise - making them good at problem solving since they have already preemptively addressed many of the issues they may find present. Employers may find that Sheridan graduates with creative skills tend to be more well disciplined and work harder than others to achieve a goal or complete a task.
11. Finally, creative learners are adaptable individuals. Creative learners are able to overcome any situation due to their tenacity and relentlessness. A creative learner will continuously get back up if they fail and tackle problems in different ways to achieve their desired results. A creative learner is someone who persistently challenges what they know and attempts to do their best at all times and in any given situation. Overall, employers would appreciate Sheridan graduates with creative skills because they have displayed the ability to be flexible, diligent, collaborative and considerate. Creative Sheridan graduates would be a valuable addition to any job team because they display the flexibility and dedication to complete tasks effectively, efficiently and to the best of their abilities. They give their all as members of a team and tend to contribute the most novel ideas to any brainstorming session they participate in.

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

1. **Problem Solving is cited as the top skill required by employers with 50% citing it in their top three.** This statistic made a lot of sense to me. I may not have known the exact statistic, but I can see and understand why problem solving would be the top skills sought by employers. Work, and life in general, is full of unexpected problems and situations that arise which cannot be foreseen. Within the work day individuals who identify problems and attempt to solve them independently before asking for help are invaluable to being a meaningful contributor to any operation. People who have these skills are strong employees who support their workplace every day by going beyond their general tasks and solving problems within their daily work life.
2. **Recent research concluded that 43% of the UK lack the ability to create and adapt online content, and that creating was the skill most in need of improvement.** I thought this statistic was interesting because it may be indicative of the aging population. Over the last few years, particularly in the last 5, there has been exceptional growth in the ways online content can be created. People are making careers and earning incredible amounts of money making videos from their bedrooms for YouTube and TikTok, or live streaming on websites like Twitch that allow you to share experiences live with viewers. There are many lucrative avenues people have used to grow themselves from an unknown individual to a brand/organization with significantly more income than they ever would have received working a typical job. As such, the younger generations are starting to take over the online space. This statistic let me infer a large portion of the UK was older or aging because of their slowness to adapt to new technologies. The younger generations tend to have more experience, having grown up with more complicated technologies at their disposal at an early age, so this statistic surprised me somewhat because I did not realize the UK had an aging population that might struggle with creating online content.
3. **Around 24% of the workforce are engaged in creative employment.** This statistic was unexpected to me, but I could not have predicted there were that many creative opportunities in the workplace. There are many jobs that make up essential services, such as people who work in factories and warehouses that ensure packages get delivered, and in many of those industries I couldn’t imagine any creative employment opportunities. However, looking back at what creativity is and understanding creativity can be something as simple as coming up with a unique solution to a problem, I can understand and conceptualize how many people in the workplace can be engaged in some form of creative employment. However, this number was larger than I would have guessed. If I was randomly asked how much I thought there was creativity in the workforce, I would have said a much smaller number such as 10% or less. This is also because many traditional creative career paths, such as being an artist, painter, or even a musician, are not lucrative for the vast majority of people who get involved. You have to be special, unique or stand out to succeed in those fields, and a little luck is involved too, so I would have assumed the workforce statistic would be much lower.
4. **Employment in the UK creative industries grew by 8.6% between 2011 and 2012, compared to the UK industries average of 0.7%.** I was surprised by the large amount of growth the UK had seen within the span of a year, more than 10x the growth they experienced on average. This shows that 2011-2012 was a time when creativity became more prominent, at least in the UK. Going back to my previous statement about online creativity, the internet definitely grew larger in 2011-2012 and jobs like being a “YouTuber” became something people could truly work towards and strive for around this time. The increase in online content consumption created avenues to make money around this time that no one could have predicted.
5. **58% of employers expect creativity skills to grow in importance in the next three years.** This statistic did not surprise me, only because after learning about the importance of creativity in all aspects of life, this is a logical conclusion to come to. They don’t state how much they think creativity will grow in importance, however it is clear that creativity is a less practical skill focused on improving over time, rather than trying to get things perfect the first attempt which employers will find much more valuable to their employees. Anyone can follow a math formula to solve an equation as long as they know the equation and the steps, but are you as an employee able to see a situation you need to correct, one that you haven’t been trained to handle, and deal with it yourself? That separates a good employee from a great one, and I can understand why the importance of creativity is increasing in the workplace because they are skills that are much more difficult to train than practical skills that require following instructions