

WHY CREATIVITY?

"The Best Investment You Can Make is Strengthening Your Creative Skills."

LinkedIn Learning

CREATIVITY IS THE SKILL OF THE FUTURE

Forbes

Productivity

"Capital is being superseded by Creativity and the ability to innovate."

- Klaus Schwab, Founder of the World Economic Forum

"The two most important functions of a business are Innovation and Marketing."

- Peter Drucker, *The Practice of Management*

"Creative destruction is when new companies introduce new and innovative products and services, destroying those who cling to the old ways."

- Joseph Schumpeter, *Capitalism, Socialism and Democracy*

"Good companies with good managers fail when there is a disruptive change in the environment. They fail because they were listening to their customers and as a result missed discontinuous market changes caused by more innovative companies."

- Professor Clayton Christensen, *The Innovator's Dilemma*

"66% of executives consider innovation as one of their top strategic priorities."

- Boston Consulting Group

"85% of executives believe that Creativity is the key to driving economic growth."

- StrategyOne

Profits

"Market shares of innovative companies are three times higher than average. Their average sales, six times higher than average. It is not a single innovative product, service, or process that has such a profound impact on the organisation's performance, but the level of innovativeness and Creativity maintained by the company over a long period of time."

- "The Profitability of Innovating Firms", *RAND Journal of Economics*

"An innovative new product tends to face low competition and therefore earns high profits. These high profits attract imitators. Still, an innovative company will have 75% to 80% more profit over five years than a non-innovative one."

- *Strategy Management Journal*

"Creativity is a critical factor in the future success of a corporation, and a core competency for leaders. Unfortunately, education is killing the Creativity of our students and leaving many of them anxiety-ridden and stressed out."

- IBM study

WHY CREATIVITY?

Life Span

"Only Creativity decreased mortality risk. One possible reason is because it draws on a variety of neural networks within the brain. Individuals high in Creativity maintain the integrity of their neural networks even into old age."

- *Journal of Ageing and Health*

Stress

"Creative people see stressors more as challenges that they can work to overcome rather than as stressful obstacles they can't overcome."

- *Journal of Ageing and Health*

"Creative activities are positive for mental, physical, and spiritual health. Practicing creative-thinking techniques lower stress and exercise the brain."

- *American Journal of Public Health*

Happiness

"Neuroscientists have been studying many forms of Creativity and finding that activities like cooking, drawing... and even doing crossword puzzles are beneficial. When being creative, our brains release dopamine, a natural anti-depressant. Participating in creative activities may help to alleviate depression."

- *Huffington Post*

"Creativity increases our control over emotional pain and depression."

- *American Journal of Psychiatry*

Increased Intelligence

"The average person has 60,000 thoughts per day and 95% of them are the same."

- *Cleveland Clinic*

Avoidance of Mental Disease

"Pursuing creative passions and favorite activities can preserve your mind and stave off dementia."

- *Neurology*

"People who engage in artistic activities are 73% less likely to have memory and thinking problems in old age, including dementia."

- *Public Library of Science*

Boosting the Immune System

"Expressive writing boosts immune system CD4+ lymphocyte count."

- *Advances in Psychiatric Treatment*