



Why build your Creative Confidence?



Innovation

When creative processes and people unite, innovative solutions emerge that meet the changing demands of the marketplace.



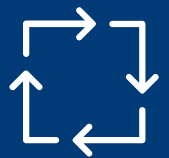
Problem Solving Skills

VUCA (volatile, unpredictable, complex and ambiguous) problems require creative problem solving skills to uncover new approaches and solutions.



Future Ready

The rise of artificial intelligence and automation means employers are looking for individuals who can imagine creative and innovative solutions for the future.



Resilience

Creative activities encourage us to try new things or look at situations from a different perspective. This creates a feedback loop that builds confidence and resilience.



Authenticity

Whether it's a silly icebreaker activity or a masterpiece, you put a piece of yourself into everything you create. Everyone has unique styles and ideas that are valuable on their own and to the team.



Curiosity

Exploring creative paths and being open to learning new things leads to constant growth and development.

The Creativity Gap

75% of people think they're not living up to their creative potential

80% of people feel that unlocking creativity is key to economic growth

The World Economic Forum identified the top 3 skills that employees will need to thrive in 2025:

 Complex Problem Solving

 Critical Thinking

 Creativity