



Creative Content

The Creative Top

10

When students, teachers and teams channel their creativity, they tap into skills and ways of thinking that have the power to transform not only themselves, but also the world around us.

Taking inspiration from inspiring individuals on why being creative matters, we've captured ten ways it can make a difference in learning, careers and life.

1. Creativity uncovers original solutions

"Studying creative subjects shaped how I think," says [Rebecca Friedrich](#), a visual events designer who now runs her own London studio. "In my day-to-day work, I draw on everything I've learned from staging and set design to creating immersive experiences [...] together with managing budgets and meeting tight deadlines [...] It's about questioning the world around you and finding original solutions."

2. Creative and cultural perspectives matter

[Shyala Smith](#), a Brand and Content Strategist at Raindance Film School, screenwriter and children's author, has worked internationally, giving her a "broader cultural perspective and a deeper understanding of storytelling" to help connect meaningfully with audiences. She explains: "Styles, rhythms and expectations are very different and learning to adapt across those contexts has strengthened my creative approach".

3. Creativity uses curiosity to go further

"We don't always need creativity in the arts" - something that Claire Beesley from University College London explains. As a postdoctoral scientist, she says, "I think originality, curiosity and imagination go hand-in-hand[...] Often, exciting and novel discoveries happen when you get an unusual result, and you're curious enough to follow leads and explore why something unexpected happened."

4. Creativity expands our life experiences

For [Susanne Morrell](#), a senior communications manager in the pharmaceutical industry, creative subjects help students thrive in any career or life path they want to take. “A broad education, with a mix of creative and academic subjects, can make you more adaptable, more interesting, and more capable. If you know a little about art, theatre, history or archaeology and can bring that perspective into your work and conversations, you’ll stand out for the right reasons. The broader your experiences, the better.”

5. Creativity comes to the forefront of change

Darius Pocha is the co-founder of Create/Change, which supports transformations in organisations, including the NHS, Cambridge University and Pearson. He says, “The world of work is going to look very different in the near future because we’re at an inflexion point[...] In moments of transition, society has a disproportionate need for creativity and innovation. Whenever there is rapid change and uncertainty, designers, engineers and artists always come to the forefront.”

6. Creativity helps us find freedom

Professional glass artist, [Emma Mackintosh](#), didn’t study art or design because she didn’t think she was good enough, and yet both have become integral to her career and life as a whole. “Creativity teaches you to be adaptable, to approach problems with an open mind, and to say yes to new opportunities. It makes life more varied... sharpens your ability to think laterally, supports learning in other subjects.... It's not about becoming an artist necessarily - it's about learning how to think.”

7. Creativity can set you apart

Hela Donterman is one of the co-founders of [Sets Appeal](#), an industry-leading production and set design company. She emphasises that creativity can help you professionally, whether you’re in a ‘creative industry’ or not. “Creative subjects are actually really beneficial, because it’s not about being good at drawing or painting: it’s about a way of thinking. I think that’s actually really desirable for a lot of employers out there.”

8. Creativity opens mindsets

“Creativity gives us the freedom to think and to explore”, says Holly Birkin, who heads up Design & Technology at Bristol’s Oasis Academy Temple Quarter. It “allows you to be who you want to be[...] In a world that feels increasingly rigid and overwhelming for young people, it’s vital to give them space to experiment.”

9. Creativity underpins everything

“Creative subjects aren’t ‘extras’[...] they’re foundations,” explains [Maxine Cox](#), a project manager in robotic surgery. Maxine attributes taking GCSE Art to enabling her to think outside the box, a skill that has followed her into every job she’s had, from trying to get a better deal in negotiations to designing better hospital services. “Taking creative subjects won’t hold you back; if anything, they’ll open doors you never even considered.”

10. Creativity makes us more employable

Pearson’s Katy Lewis, Head of English, MFL and Creative Curriculum, believes creative subjects play a significant role in making students more well-rounded for working life. “They nurture a wide range of essential life skills - communication, collaboration, curiosity, creative thinking, and problem-solving. All of these are foundational to what [NFER](#) calls the ‘Essential Employment Skills (EES)’ young people need to thrive in today’s fast-changing world.”


