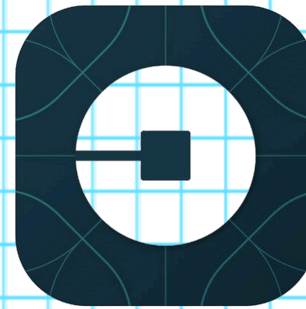




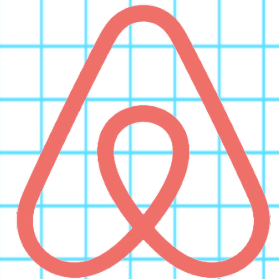
WHY CREATIVITY IS IMPORTANT

THE WORLD IS CHANGING

The world's largest taxi company owns
no cars



The world's largest accommodation provider owns **no land**



The world's most popular media owner makes **no content**



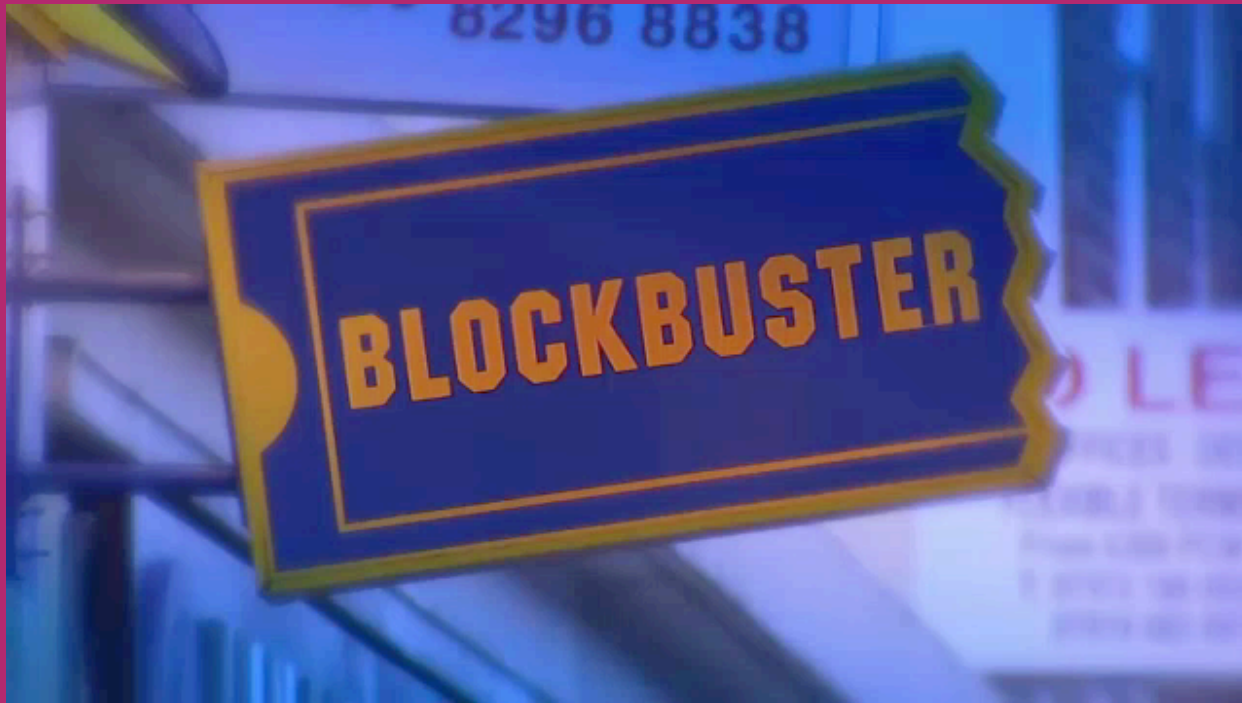
The world's most valuable retailer has
no inventory



The internet has changed the rules for all types of organisations, and therefore the way we work and live

THE WORLD IS CHANGING

Lots of organisations are being swallowed up by newer, faster, better companies who are able to move with the times



Video from Sky News 2013:

<http://news.sky.com/story/blockbuster-shuts-129-shops-and-slashes-staff-10457377>

‘INNOVATION SAVES THE DAY’

Organisations of all types are **looking to ‘innovate’** to ensure they understand the new world and prevent the **‘Blockbuster effect’**

But **innovation is hard** as it requires different kinds of thinking and **totally new skills**

One underlying ‘skill’ **underpins the ability to innovate**, learn new things and **move organisations forward**:

Creativity

THE WAY WE WORK IS CHANGING

Organisations are:

- working closely **with startups** to bring in skills and talents they don't have in-house
- ensuring they **hire outside** of their traditional job roles
- increasingly using **freelancers** instead of hiring full-time so that they can have a tag-team of relevant people to call on for each different project
- expecting employees to have a **suite of skills** beyond their expertise, and be able to do adapt to new projects and ideas quickly

21ST CENTURY SKILLS

Learning Skills

- Critical thinking
- Creative thinking
- Collaborating
- Communicating

Literacy Skills

- Information literacy
- Media literacy
- Technology Literacy

Life Skills

- Flexibility
- Initiative
- Social Skills
- Productivity
- Leadership

With technology changing at such a fast rate, we of course need technologically literate specialists, but even more so, we need people who can adapt to new advancements with ease and flair

DISRUPTING EDUCATION

Sir Ken Robinson spoke about how we can prepare students better for real-world work and life:

*“I’m not trying to say that we should abandon any interest in academic work—of course not. But we should at least give equal weight to other courses, other options, as some of the systems do, and recognize that ideas really often develop best in practice. **That when you actually get people on their feet and moving around, when you get people working collaboratively on practical projects, they don’t suddenly abandon theory. What they’re doing is looking at how ideas play out in practice, how ideas can inform practice.**”*

WHAT IDEAS FOUNDATION DOES

We nurture creativity and 21st Century skills by giving young people the opportunity to work, in teams and with outside help, on a live brief solving a real business problem for a large brand.



OUR IAC PROGRAMMES

Brief in a Day

A live brief set by a brand delivered and completed in one school day. Creative industry professionals deliver the workshop.

Schools Programme

A live brief set by a brand delivered and completed across 6 weeks, incorporated into the academic curriculum.

Experts from creative agencies, corporates and other creative industry professionals guide the students during drop in visits and workshops.

The best ideas pitch to the client at their offices at the end of the programme.

The Ladder

A follow-on programme for the most keen students from BIAD, CMC & SP. Careers advice, work experience, interview prep and general advice to do with the creative industries.

Creative Media Camp

A live brief set by a brand delivered and completed across a 5-day school holiday camp. Led by experts from creative agencies, corporates and other creative industry professionals.

Scholars

Alumni from The Ladder programme who want to give back to the IAC programming by mentoring for The Ladder and tutoring for BIAD, CMC and the SP.

WHY CREATIVITY IS IMPORTANT

We believe by nurturing creativity at a younger age, young people will be **more prepared for the world of work** – both in and out of the creative industries.

By developing skills outside of ‘expert areas’, and improving their ability to ‘think outside the box’, they will be **more adaptable to fast-paced projects and the more fluid environment** which organisations are moving towards through innovation.

THANK YOU

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Chairman: Trevor Johnson

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CREDITS

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