Creative candidates get hired.

Creativity is critical to economic growth. Of hiring managers believe creativity is required for economic growth and 85% believe it is valuable to society.

78% of hiring managers believe creativity is required for economic growth and 85% believe it is valuable to society.

But only 51% think businesses grasp the importance of creativity.

STUDENTS ARE UNPREPARED FOR FUTURE JOB MARKET.

Are students ready for today's dynamic workplace? 7 in 10 say no. Seven in ten hiring managers agree that students are unprepared and lack the necessary skills for success.

EVOLVING MARKETPLACE AND TECHNOLOGY ARE CHANGING THE EVALUATION CRITERIA FOR CANDIDATES.

Which skills have gained the most value in driving salary increases in the last five years?

- Problem solving: 47%
- Creativity: 47%

What skills are becoming most essential for new hires to possess?

- Tech-savvy: 88%
- Communicate through digital and visual media: 82%
- Creativity: 76%

Creative skills are preferred over conventional skills by more than 5 to 1.

94% of hiring managers agree creativity is key when evaluating candidates for a job.

82% of hiring managers seek well-rounded candidates who can creatively apply core skills to a range of business and technical problems.

For the complete study, visit www.adobe.com/go/edu_creative_study.html

Data from Seeking Creative Candidates: Hiring for the Future, an online survey among a group of 1,068 U.S. hiring managers. Data collected July 21–August 1, 2014 by Edelman Berland. Margin of error at the 95% confidence level for the sample is ±2.9%.

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