

# The evolving role of creativity in the future of work

In a rapidly changing content production landscape, the case of generative AI is vast and is growing, and the state of creativity is set to reach new heights.

We took a deep dive into the expanding world of creative productivity, finding that, while the rocketing demand for content is challenging, **generative AI** could help pave the way to an exciting and more creatively satisfying future.

## Business Decision Makers

As the demand for content continues to increase, decision makers are seeing significant changes to their teams' workloads and the shape of their businesses.

83%

employee workload

83% of decision makers noted an increase in **employee workload** over the last 12 months

3 in 4

tools and software

3 in 4 decision makers were certain they would invest in **tools and software** to help meet escalating workloads and improve productivity

70%

generative AI

More than 70% of decision makers believe **generative AI** could lead to new creative opportunities

## Creatives

Creatives are overwhelmed with increased volumes of work, turning to generative AI to manage workloads without compromising on creativity and imagination.

Generative AI

82%

of creatives are currently using and plan to continue using **generative AI**

Project Management

74%

of creatives believe that **generative AI** is helping them to work more efficiently, allowing them to automate and speed up the increasing number of repetitive manual tasks that are coming their way

44%

of creatives spend half of their working week on repetitive design tasks and **50%** note challenges with labor-intensive tasks

60%

of creatives say project **management related features** (in the tools they use) would make their projects more efficient

## Non-creatives

Non-creatives are the people across the business who aren't in creative roles but increasingly find themselves being asked to do creative tasks. They're about to step into their new creative era, with ease.

79%

of non-creatives struggle with **time and resourcing constraints**, as well as pressure to uplevel their design skills and find ways to work more efficiently

Over two-thirds

of non-creatives recognize that **visual storytelling** that leverages images, motion graphics, or video is becoming an integral part of their job

66%

of non-creatives have seen a **66% rise in requests** to produce social media assets

Visual storytelling

Prompt  
Lightbulb. A moment of inspiration.

Generate

For more on the future of creativity in the workplace, download the full report here:

Download the report

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