Creativity in the Workplace

Art of Science Learning

UCSD
June 14, 2011

Randy Cohen
Americans for the Arts
IBM’s Global CEO Study

Most important leadership qualities over the next five years:
- Creativity: 60%
- Integrity: 52%
- Global thinking: 35%
- Influence: 30%
- Openness: 28%
- Dedication: 26%
- Focus on sustainability: 26%
- Humility: 12%
- Fairness: 12%
Ready to Innovate

Are educators and executives aligned on the creative readiness of the U.S. workforce?

Trusted Insights for Business Worldwide
Who is Responsible for Encouraging Creativity?

Both employers and superintendents said their respective professions bear the greatest responsibility for encouraging creativity.
Creativity Training for All Workers

- Working with other departments
- Mentoring
- Managerial coaching
- Peer coaching
- Developmental sabbaticals
- Working with artists
- Forced/Recommended weekly creativity time

Percent believe develops creativity employees seek vs. Percent Provided to All workers
Required Courses in School

- Drama arts
- Studio arts
- Independent study
- Foreign language
- Travel/Study abroad
- Afterschool enrichment
- Coach/Mentoring
- Creative writing
- Math/Stat/Computer science
- Biology/Chemistry/Physics
Which best demonstrates creativity?

<table>
<thead>
<tr>
<th>Problem-identification or articulation</th>
<th>Business/ Employers</th>
<th>School Superintendents</th>
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<tbody>
<tr>
<td>Ability to identify new patterns of behavior or new combination of actions</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Integration of knowledge across different disciplines</td>
<td>3</td>
<td>2</td>
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<td>Ability to originate new ideas</td>
<td>4</td>
<td>6</td>
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<td>Comfort with the notion of “no right answer”</td>
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<td>11</td>
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<tr>
<td>Fundamental curiosity</td>
<td>6</td>
<td>10</td>
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<td>Originality and inventiveness in work</td>
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<td>4</td>
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<td><strong>Problem-solving</strong></td>
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<td></td>
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<tr>
<td>Ability to take risks</td>
<td>9(t)</td>
<td>8</td>
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<tr>
<td>Tolerance of ambiguity</td>
<td>9(t)</td>
<td>7</td>
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<tr>
<td>Ability to communicate new ideas to others</td>
<td>11</td>
<td>5</td>
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</table>
Students with High Levels of Arts Involvement: Less Likely To Drop Out of School by Grade 10

Improved Academic Performance
Arts Students Outperform Non-Arts Students on SAT Scores
Share of SAT I test takers with four years of art or music
2003 = 1.00

15% of Test Takers

20% of Test Takers

0.98 0.96 0.94 0.98 1.00 1.07 1.11 1.18 1.16 1.19 1.27
111TH CONGRESS
2D SESSION

H. RES. 1702

Expressing the sense of the House of Representatives that adding art and design into Federal programs that target the Science, Technology, Engineering, and Mathematics (STEM) fields encourages innovation and economic growth in the United States.

IN THE HOUSE OF REPRESENTATIVES

SEPTEMBER 29, 2010

Mr. LANGEVIN submitted the following resolution; which was referred to the Committee on Education and Labor, and in addition to the Committee on Science and Technology, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

RESOLUTION

Expressing the sense of the House of Representatives that adding art and design into Federal programs that target the Science, Technology, Engineering, and Mathematics (STEM) fields encourages innovation and economic growth in the United States.