

Creative thinking

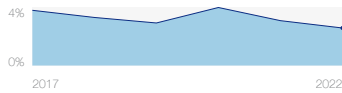
2nd

Skills, knowledge and abilities / Cognitive skills / Creative thinking

Global Skills Taxonomy ↗

Five year trend

Learning hours spent pursuing assessments and credentials in **Creative thinking** from 2017 to 2022 (share of total learning hours). Source: Coursera



Reskilling focus

Companies for which **Creative thinking** is a priority in their upskilling and reskilling programmes for 2023-2027 (share of companies surveyed)

42%

Skill importance

Companies for which **Creative thinking** is a core skill for workers (share of companies surveyed)

56%

Skill evolution

Share of companies for which **Creative thinking** is **increasing** or **decreasing** in importance at work. White diamond and label represent net share.

+73%

Jobs in focus

Roles where organizations surveyed report **Creative thinking** to be increasing in importance fastest, alongside estimates of the net job growth (percent) from 2023 to 2027.

ROLES

	NET GROWTH
1. Managing Directors and Chief Executives	-2%
2. Sales Representatives, Wholesale and Manufacturing, Technical...	0%
3. General and Operations Managers	0%
4. Business Services and Administration Managers	-5%
5. Business Development Professionals	21%
6. Accounting, Bookkeeping and Payroll Clerks	-27%
7. Assembly and Factory Workers	-6%

Time to skill

Learning hours required to achieve a credential in **Creative thinking** at beginner, intermediate or advanced proficiency as a function of the learner's level of formal education.

Hours 0 34

FORMAL EDUCATION BACKGROUND

	BEGINNER	INTERMEDIATE	ADVANCED
All	2.7	10.2	20.2
No Bachelor's Degree	2.9	8.3	20.5
Bachelor's Degree	2.7	10.6	18.6
Graduate Degree	2.7	10.7	23.6

Strategically adjacent skills

Probability that a company which will prioritise skills training in **Creative thinking** from 2023 to 2027 will also prioritise other skills.

Skill taxonomy Skills, knowledge and abilities Attitudes

Analytical thinking	55%
AI and big data	44%
Leadership and social influence	43%
Curiosity and lifelong learning	35%
Resilience, flexibility and agility	35%
Empathy and active listening	31%
Talent management	31%
Design and user experience	29%
Technological literacy	29%
Motivation and self-awareness	27%

Simultaneous skill development

Probability that courses in **Creative thinking** also teach other skills. Source: Coursera.

Skill taxonomy Skills, knowledge and abilities Attitudes

Resource management and operations	84%
Marketing and media	56%
Empathy and active listening	54%
Design and user experience	54%
Analytical thinking	44%
Leadership and social influence	40%
Systems thinking	32%
Reading, writing and mathematics	23%
Programming	21%
Technological literacy	21%

Industry trends

Industry-by-industry variations in reskilling focus, current and future importance, forecast evolution in importance, and strategic focus companies will place on **Creative thinking** from 2023 to 2027 for the industries which assign the highest and lowest reskilling focus to this skill (share of companies surveyed)

Above global mean Below global mean

INDUSTRY	RESKILLING FOCUS	SKILL IMPORTANCE	SKILL EVOLUTION
Medical and healthcare services	Above global mean	Below global mean	Above global mean
Care, Personal Services and Wellbeing	Above global mean	Below global mean	Above global mean
Real estate	Above global mean	Below global mean	Above global mean
Retail and wholesale of consumer goods	Below global mean	Below global mean	Above global mean
Mining and Metals	Below global mean	Below global mean	Below global mean
Insurance and pensions management	Below global mean	Above global mean	Above global mean