



# Creativity

Age range: 7-11

 **BARCLAYS** | LifeSkills



# Why are core transferable skills important



Problem solving



Listening and speaking (communication)



Creativity



Aiming high (proactivity)



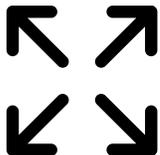
Leadership



Teamwork



Staying positive (resilience)



Adaptability





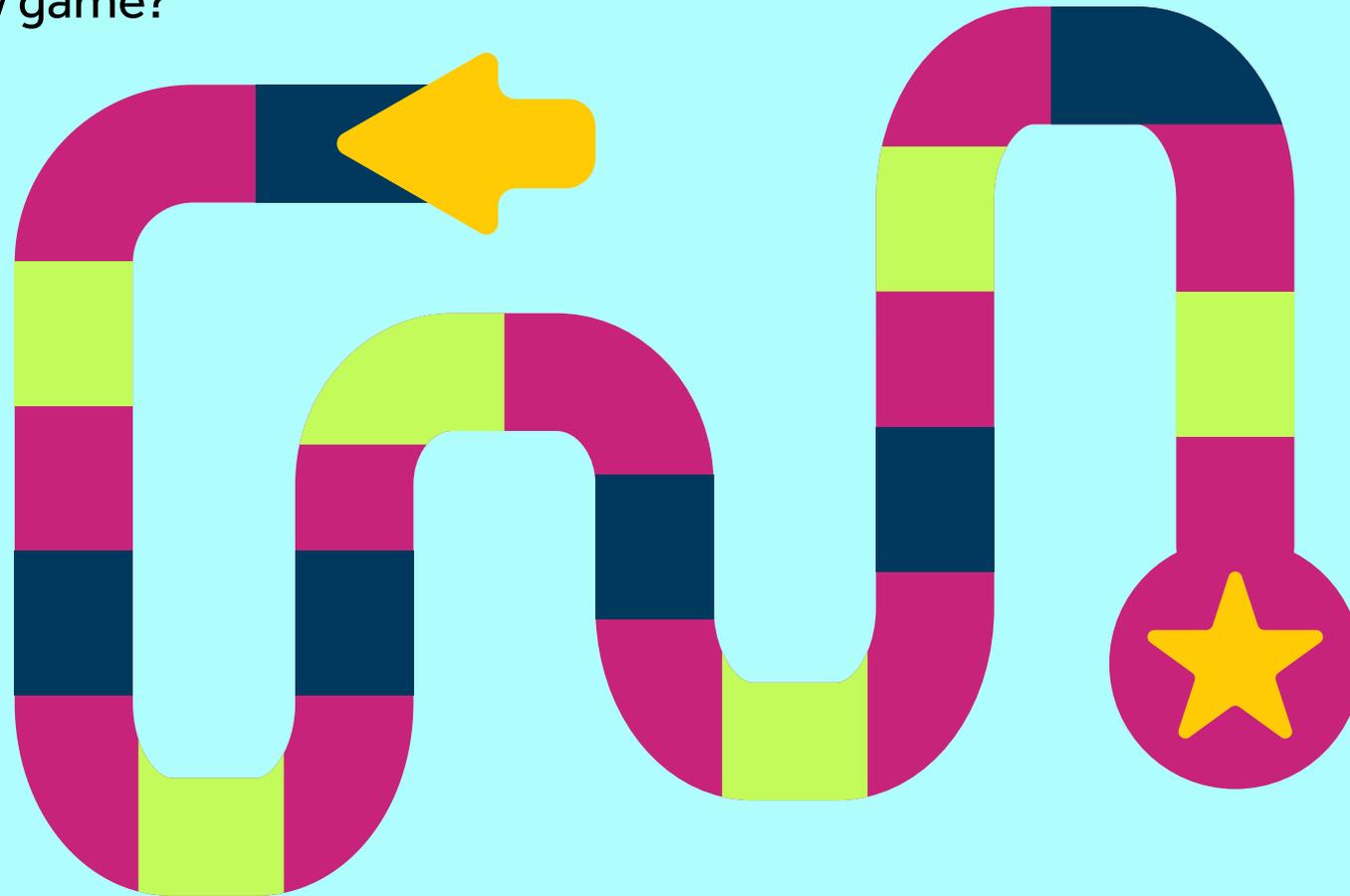
# What is creativity?

Creativity is using your imagination to come up with new ideas.



# Game design

Can you invent a new game?



## Case study 1: Jade



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*"I always knew I wanted to work in advertising, but it's known to be a competitive industry. To get more creative ideas I attended events about the advertising industry and learnt how they created the Fearless Girl statue.*

*My dream job was at a company who didn't have any jobs available at the time. So to show the company how much I wanted to work there, I visited their offices dressed in gold pretending to be the Fearless Girl statue.*

*This caught the attention of the Managing Director and Creative Director, who offered me a job on the spot because I had demonstrated my creative skills. It takes bravery to stand out from the crowd but taking a creative risk can really pay off.*

# Case study 2: Tayshan

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