



# Creativity

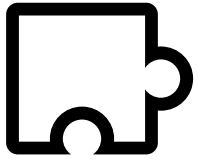
Age range: 7-11

 **BARCLAYS** | LifeSkills



# Why are core transferable skills important

1



Problem solving



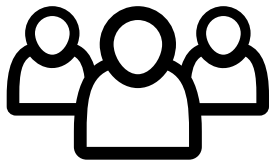
Listening  
and speaking  
(communication)



Creativity



Aiming high  
(proactivity)



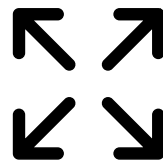
Leadership



Teamwork



Staying positive  
(resilience)



Adaptability



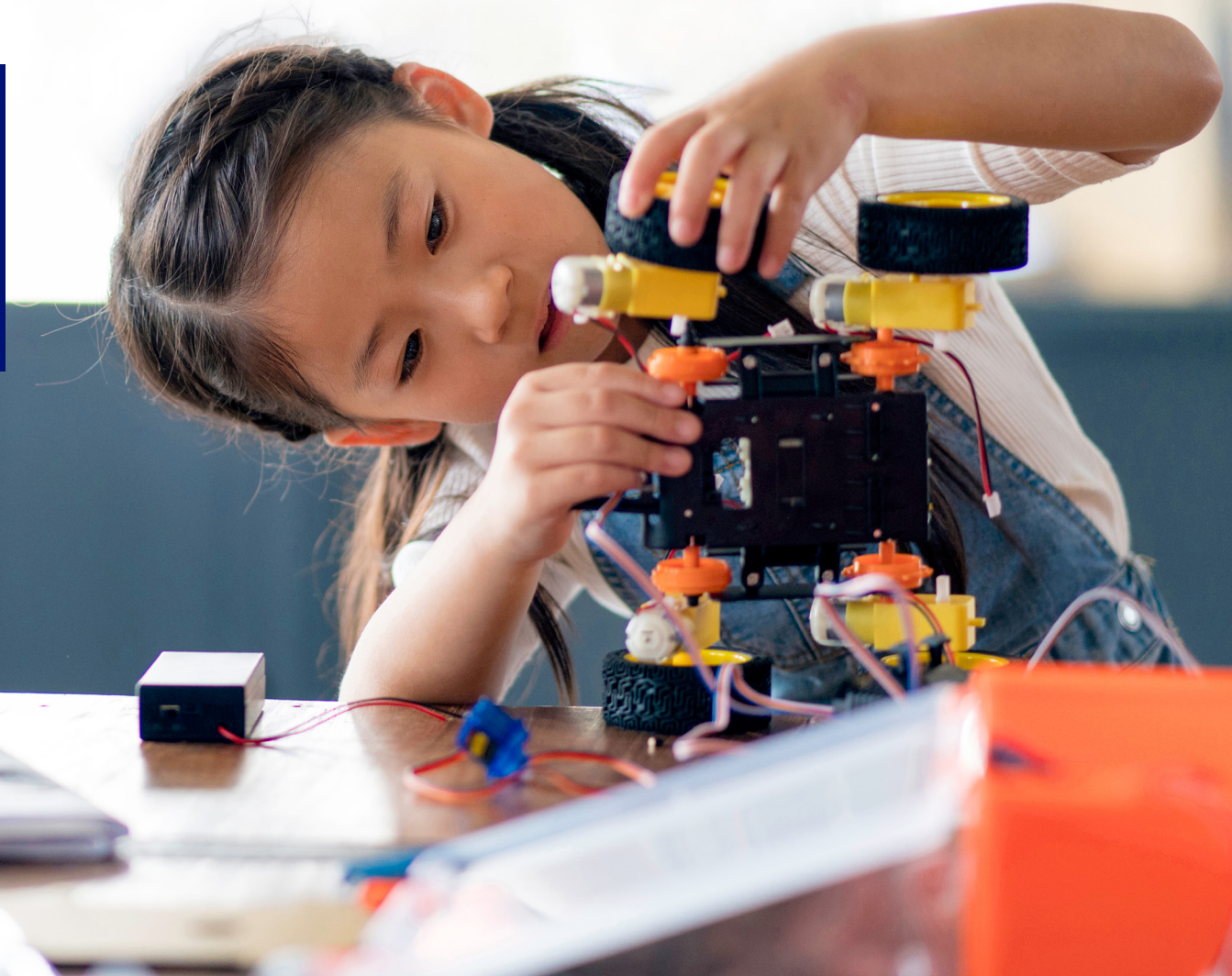




# What is creativity?

2

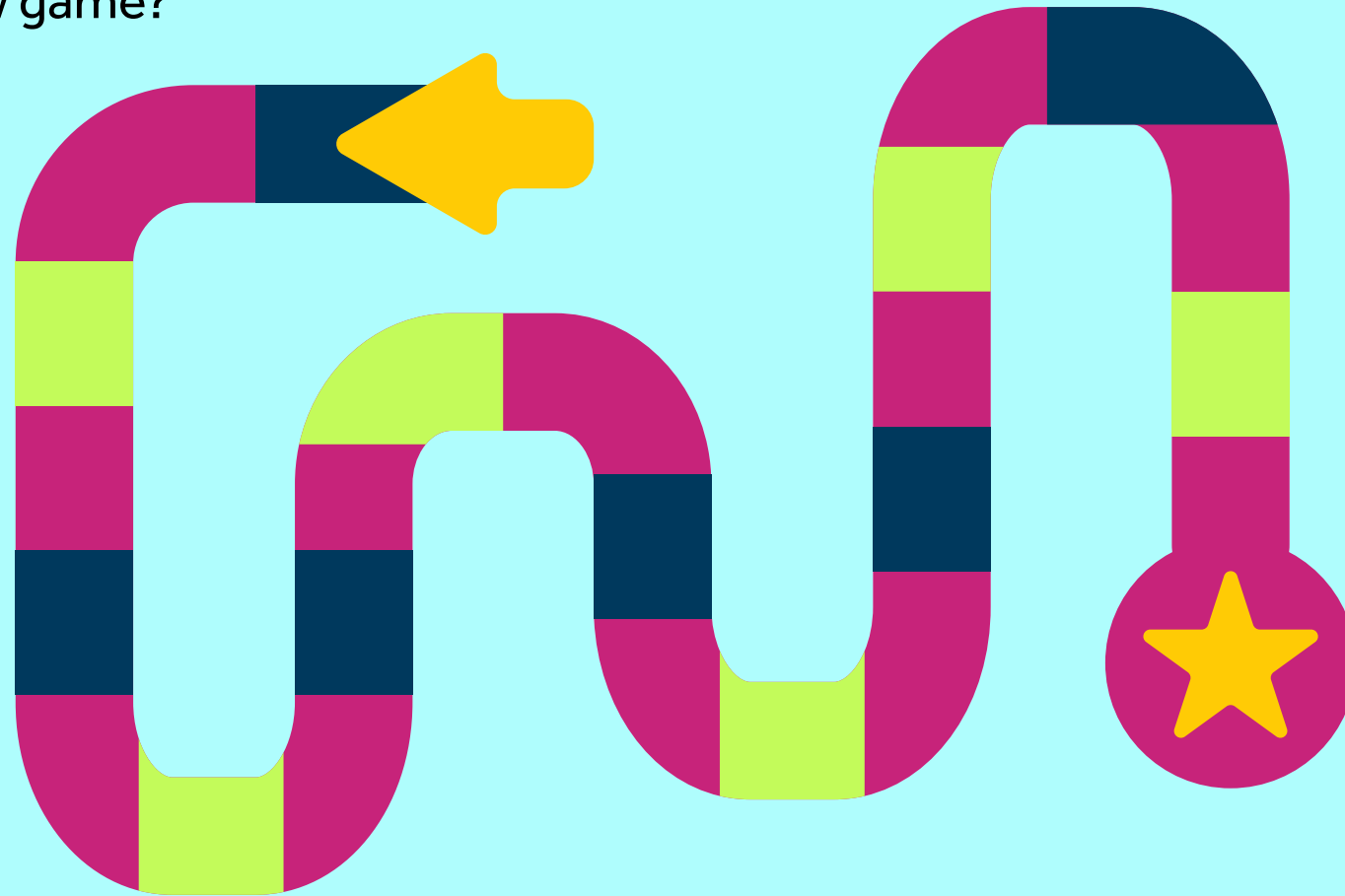
Creativity is using your imagination to come up with new ideas.



# Game design

3

Can you invent a new game?





## Case study 1: Jade



4

*"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

5

