

Skills that matter most in the age of AI: creativity

"Creativity is the imagination of what's never been." - Aneesh Raman

In a world where AI can generate generic content at scale, human creativity is becoming even more valuable.

Creativity doesn't just mean art. It can also be a new idea, process, project, or business. And it's a skill we can all develop.



Deeper Dive

Try creating a video to build your creativity

Creating a video is a good way to do something a bit more challenging to build your creativity.

Start by: spotting a project for yourself or your team where a short video could help explain what you're doing, manage a moment of change, share external content, or tell a story you believe in.

Then: explore what tools could help you get started and help you approach creating the video.

Even thinking about a two-minute video pushes you to become more creative. The tools can give you a starting point, but the human part is connecting dots, thinking differently, and understanding what people will connect with.

If a video feels like too big a step, try doing the same with a presentation instead

Building creativity in a team

Understanding what helps different people think creatively can help teams work better together - and create more space for collaboration and new ideas.

Together as a team, try asking: "When are you at your creative best, and what contributes to it?"

For some people it might be rest or quiet thinking time. For others it might be collaboration, discussion, or connection with other people.