

# FUSION PRIZE BACKGROUND READING:

1. Recently at LinkedIn Learning, using the power of our Economic Graph, we determined the skills companies need most. And there was a bit of a surprise at the very top of the list: creativity. Technically, creativity is the second-most in-demand skill in the world, with cloud computing at the top. But cloud computing is a hard skill, which means it applies to only a section of the workforce and doesn't have the staying power a soft skill has.  
<https://learning.linkedin.com/blog/top-skills/why-creativity-is-the-most-important-skill-in-the-world>
2. The conventional wisdom about 21st century skills holds that students need to master the STEM subjects — science, technology, engineering and math &nbsp;— and learn to code as well because that's where the jobs are. It turns out that is a gross simplification of what students need to know and be able to do, and some proof for that comes from a surprising source: Google.  
<https://www.washingtonpost.com/news/answer-sheet/wp/2017/12/20/the-surprising-thing-google-learned-about-its-employees-and-what-it-means-for-todays-students/>
3. The crisis in our economy and education system is getting more acute by the day. Skills shortages in the labour market are becoming increasingly apparent and having an ever greater impact on productivity and economic growth.  
[https://www.edge.co.uk/sites/default/files/publications/edge\\_future\\_learning\\_report\\_final.pdf](https://www.edge.co.uk/sites/default/files/publications/edge_future_learning_report_final.pdf)
4. In this article Eliza Easton, Principal Policy Researcher at Nesta and Head of its Policy Unit, Creative Industries Policy and Evidence Centre explains the vital importance of creativity in an age of automation.  
<https://www.britishcouncil.org/anyone-anywhere/explore/digital-creativity/job-market-future>
5. In order to understand how the word 'creativity' is really being used in the job market, and whether its importance will lessen or grow, Nesta look at 35 million UK job adverts from 2013-2017 inclusive, and the relative importance of the word 'creativity' within them (both frequency of use within the adverts, and proportion of adverts using the word).  
[https://media.nesta.org.uk/documents/Creativity\\_and\\_the\\_Future\\_of\\_Skills\\_v6.pdf](https://media.nesta.org.uk/documents/Creativity_and_the_Future_of_Skills_v6.pdf)
6. Useful database of research and evidence of the value of culture and creativity:  
<https://culturecase.org/contents/>
7. This report maps out how employment is likely to change in the future – including the implications for skills – and anticipates a number of new occupations.  
<https://www.nesta.org.uk/report/the-future-of-skills-employment-in-2030/>
8. At a time when all jobs, whether in a coffee shop or a bank, can seemingly be described as creative, you'd be forgiven for thinking the word had lost all meaning in the labour market. However, this first piece of Policy and Evidence Centre research, written in partnership with Nesta, shows that 'creativity' can still tell us important things about those jobs that ask for it.  
<https://www.pec.ac.uk/research-reports/creativity-and-the-future-of-skills>
9. When assessing the suitability of a job applicant for a new role, employers often need to balance a candidate's job-specific technical skills and experience against other factors, such as their ability to work effectively in teams, communicate with others and solve problems. The latter are what we often term 'transferable' skills and are considered to be increasingly important attributes both in the current labour market and for the future of work.  
<https://www.cityoflondon.gov.uk/services/education-learning/schools/Documents/transferable-skills-in-the-workplace.pdf>
10. This interim report from the Chancellor's Financial Services Skills Taskforce, chaired by Mark Hoban and convened by TheCityUK, with support from the City of London Corporation and EY, identifies a series of major skills challenges facing the sector. These challenges include its low spend on training, its lack of diversity at all levels and its perceived values and culture. It also found the technical skills needed by financial services firms are evolving faster than roles can be currently be filled. All of these must be addressed if the sector is to meet its long-term skills needs.  
<https://www.thecityuk.com/research/financial-services-skills-taskforce-interim-report/>
11. New research from McKinsey makes it increasingly clear that companies with more diverse workforces perform better financially.  
[https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Organization/Our%20Insights/Delivering%20through%20diversity/Delivering-through-diversity\\_full-report.ashx](https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Organization/Our%20Insights/Delivering%20through%20diversity/Delivering-through-diversity_full-report.ashx)
12. Bop Consulting's research shows that the business ecosystem of the City provides a substantial market for creative inputs needed by other businesses – tech firms, marketing agencies and architects all prosper here because their creative skills are in demand.  
<https://www.culturemile.london/grow>