The evolving role of creativity in the future of work

In a rapidly changing content production landscape, the case of generative Al is vast and is growing, and the state of creativity is set to reach new heights.

We took a deep dive into the expanding world of creative productivity, finding that, while the rocketing demand for content is challenging, generative AI could help pave the way to an exciting and more creatively satisfying future.

Business Decision Makers

As the demand for content continues to increase, decision makers are seeing significant changes to their teams' workloads and the shape of their businesses.

83% employee months

3 in 4 tools and sokura

generative

83% of decision makers noted an increase in employee workload over the last 12 months

certain they would invest in tools and software to help meet escalating workloads and improve productivity

3 in 4 decision makers were

More than 70% of decision makers believe generative AI could lead to new creative opportunities

Creatives

Creatives are overwhelmed with increased volumes of work, turning to generative AI to manage workloads without compromising on creativity and imagination.

Generative Al Generative Fill Close up chameleon. **Generate** Suggestions

82%

and plan to continue using generative Al



Project Management

74%

of creatives believe that

generative AI is helping them to work more efficiently, allowing them to automate and speed up the increasing number of repetitive manual tasks that are coming their way

44%

of creatives spend half of

their working week on repetitive design tasks and 50% note challenges with labor-intensive tasks

60% of creatives say project

management related features (in the tools they use) would make their projects more efficient

Non-creatives are the people across the business who aren't in creative roles but increasingly find themselves being asked to do creative tasks.

Non-creatives

They're about to step into their new creative era, with ease.

of non-creatives struggle with time and resourcing constraints, as well as pressure

to uplevel their design skills

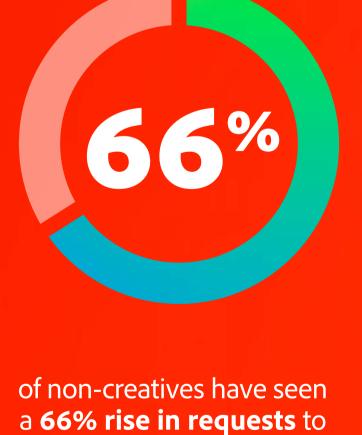
and find ways to work

more efficiently



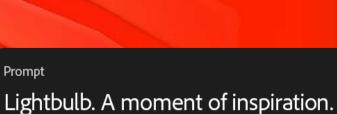
leverages images, motion

graphics, or video is becoming an integral part of their job



produce social media assets

Visual storytelling



Generate



Suggestions

Download the report

For more on the future of creativity in the

workplace, download the full report here:

Adobe