



# Teaching for Future Career Success

Tacy Trowbridge, Head of Adobe's Education Programs

**MAKE IT AN  
EXPERIENCE**

The background is a dark, starry space filled with vibrant, multi-colored light trails in shades of blue, purple, pink, and orange. These trails swirl and flow across the frame, creating a sense of dynamic movement and digital energy. Interspersed among the light trails are various geometric shapes, including triangles and polygons, some of which are semi-transparent and appear to be floating or interacting with the light. The overall aesthetic is futuristic and high-tech.

# *Changing the World*

Through Digital Experiences

# Adobe is one of the largest and most diversified software companies in the world



**~21,000**

Employees in  
37 countries



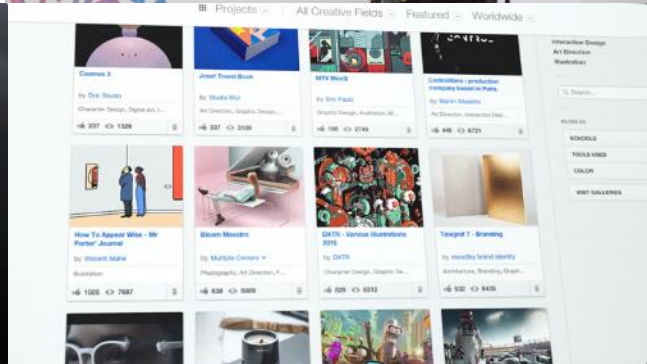
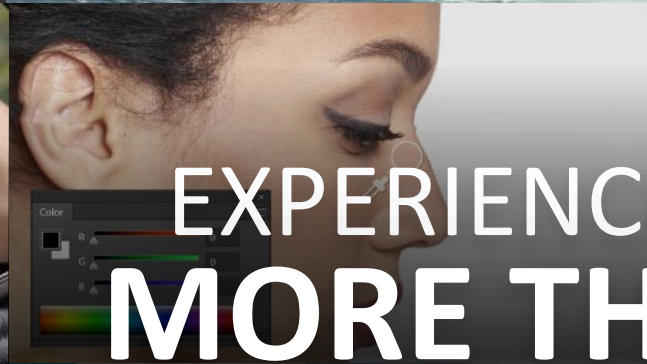
**35**

Years of  
revolutionizing industries

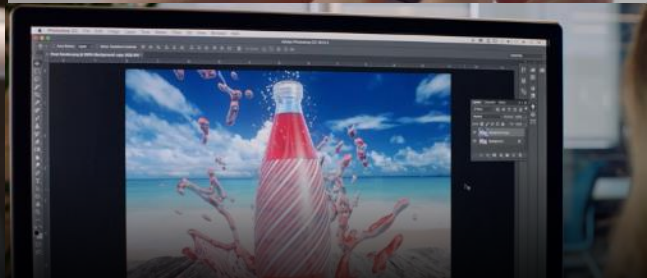
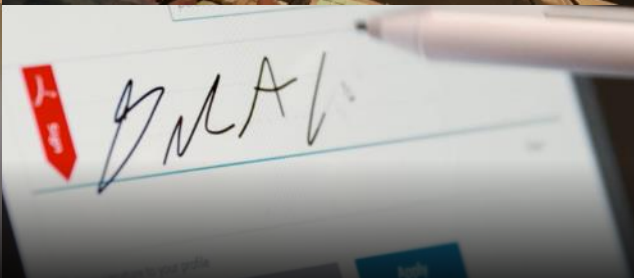
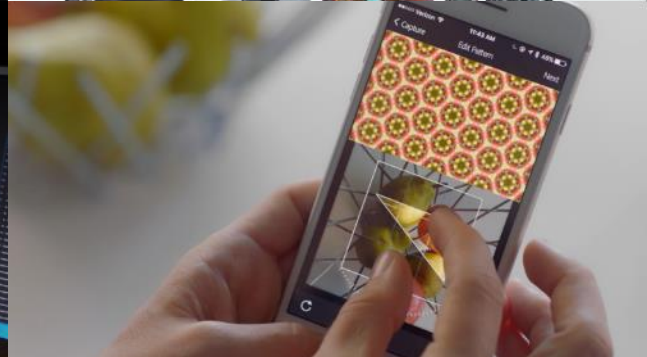
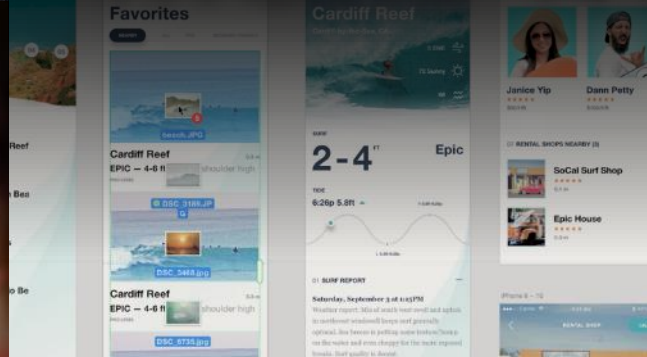


**\$9.03B**

FY2017  
Revenue



# EXPERIENCES MATTER MORE THAN EVER



# Critical job skills for the future

The Economist: Preparing students for the future

- 1. Problem solving**
2. Team work
- 3. Communication**
4. Critical thinking
- 5. Creativity**
6. Leadership
7. Literacy
- 8. Digital literacy**

World Economic Forum, Future of Jobs Report, 2020 Skills

- 1. Complex Problem Solving**
2. Critical Thinking
- 3. Creativity**
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment & Decision Making
- 8. Service Orientation**

The Bloomberg Job Skills Report: What recruiters want

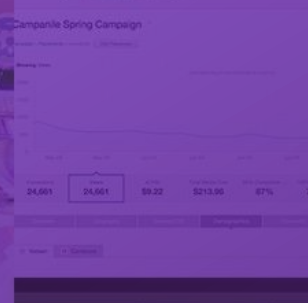
- 1. Communication skills**
2. Analytical thinking
3. Work collaboratively
4. Strategic thinking
5. Leadership skills
- 6. Creative problem solving**
7. Motivation/drive
8. Adaptability

Finding and hiring employees with the key skills they need to succeed in the digital world continues to keep CEOs awake at night.

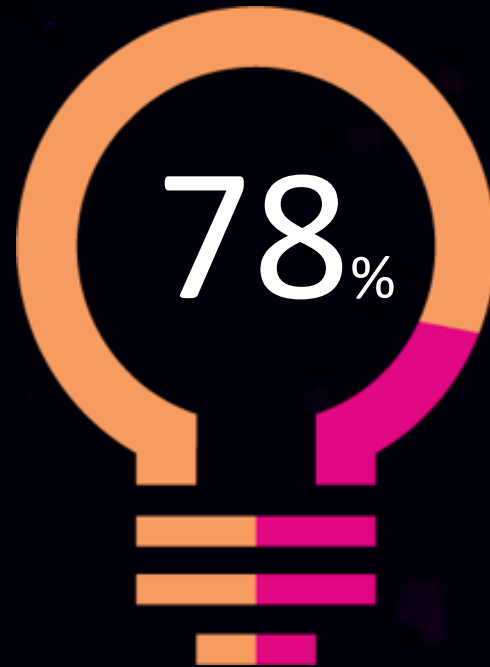
2018

PWC: CEO Survey

majority want to use AI\* at work.



# Creativity is critical to economic growth.



of hiring managers believe creativity is required for economic growth and 85% believe it is valuable to society.

# Hiring managers seek creativity as an essential skill.

Creative skills are preferred over conventional skills by more than

5 to 1



94%

of hiring managers agree creativity is key when evaluating candidates for a job.

82%

of hiring managers seek well-rounded candidates who can creatively apply core skills to a range of business and technical problems.

*Seeking Creative Candidates: Hiring for the Future*, August 2014 by Edelman Berland



# Hiring managers say these skills are most essential in new hires.



Tech-savvy

88%



Communicate through  
digital and visual media

82%



Creativity

76%

*Seeking Creative Candidates: Hiring for the Future*, August 2014 by Edelman Berland

Are students ready for today's dynamic workplace?

7 in 10

 say no.

Seven in ten hiring managers agree that students are unprepared and lack the necessary skills for success.

*Seeking Creative Candidates: Hiring for the Future, August 2014 by Edelman Berland*



# ACA Certification

## Launching a million careers

Students demonstrate industry skill and knowledge.

Educators have confidence their students meet industry needs  
by offering a validated Adobe credential.

# Adobe can help

## We support educators

- Join the Adobe Education Exchange at [edex.adobe.com](https://edex.adobe.com)
- Explore free professional development and teaching resources
- Access the latest research on teaching creativity
- Join our community as an Adobe Campus Leader at [edex.adobe.com/campus-leader](https://edex.adobe.com/campus-leader)

## We launching student careers

- Participate in the ACA World Championship
- Join the Adobe Design Achievement Awards
- Be seen on Behance



**Adobe**