

Creativity is your competitive advantage

Members of the Young Presidents' Organization* agree: Creativity is essential to thrive in today's shifting business environment.

Unlock creativity with 4 key investments



Invest in **people**

76% are recruiting candidates with creative potential

HOWEVER ONLY

50% say they know how to hire for it

Attract top talent with devices they will love



Invest in **technology**

84% believe new technology will help them be more creative

HOWEVER

60% say they don't have the right tools

Employees expect tools that make it easy to bring their ideas to life from anywhere



Invest in **workspace**

90% know technology and physical space foster creativity

HOWEVER

43% say they lack that combination in their own offices

An ecosystem of spaces that offers choice can be simple and effective



Invest in **culture**

87% believe a culture that encourages creativity is a top 5 investment

AND

55% want more training in creative approaches

A creative culture begins with developing creative habits

Learn how Surface can help you modernize your workplace [➔](#)

