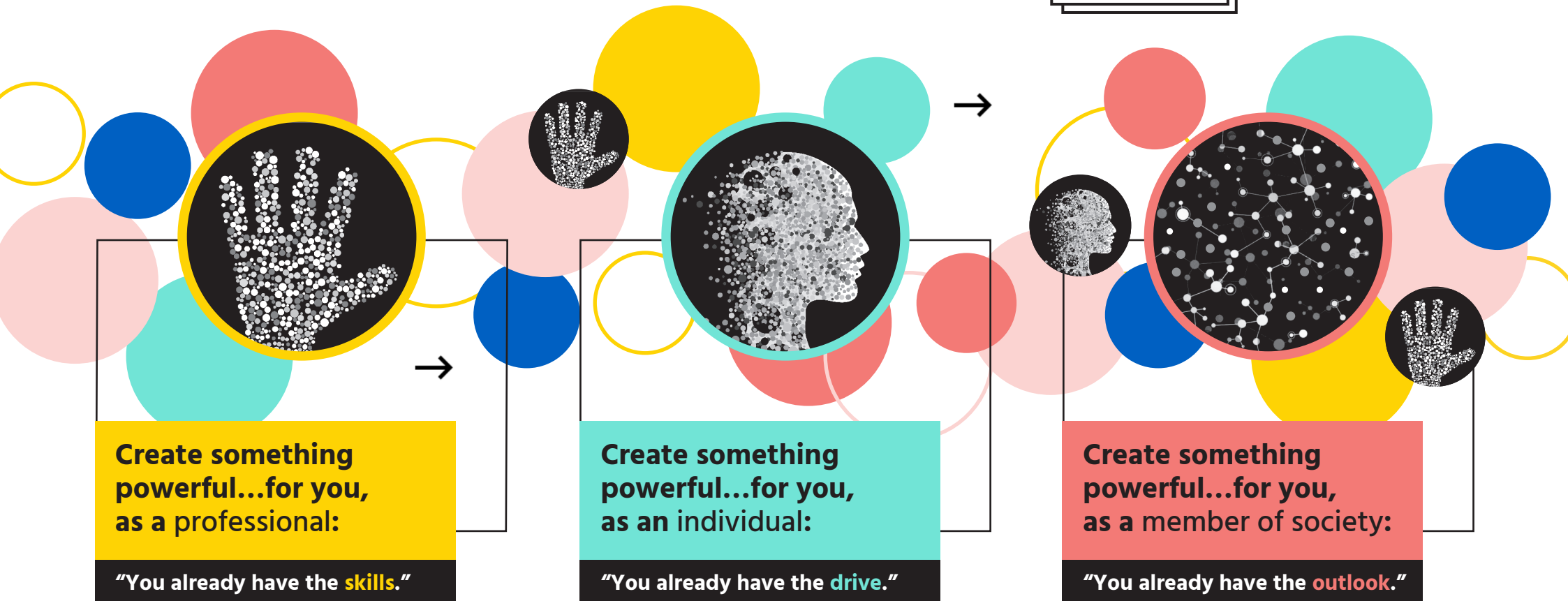


Create something powerful

Health professions bring creativity to life, and creatives bring life to the health professions. The following framework seeks to highlight the affinity between the two disciplines with the aim of encouraging creatives to consider entry

into health. Our sincere thanks goes to the health professionals with creative backgrounds who together developed these messages.

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Proactivity, enterprise and the ability to navigate change: creatives have the capabilities necessary to advance through their health careers and into positions of leadership. Health careers also afford the versatility and variety creatives want in their working lives.

Health professions keep creative capability alive. On a practical level, they can be the stable and secure counterpart to volatile creative work. They also develop agility, resilience, self-efficacy and curiosity, as well as connect us more deeply to those around us.

Health professionals and creatives share a common purpose: they make a positive impact on those around them. They are both part of the bigger picture, and both have enormous potential to shape society. Possessing knowledge across both disciplines only increases this potential.