



# Into 2025: 10 research insights to shape your comms

A short series of informal conversations to help learning suppliers and inhouse L&D stand out in 2025.

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## Speakers



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Leadership and organisational learning expert



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# 10 market insights to shape your comms

## Business survival

- 45% of CEOs doubt their company's current trajectory will keep them viable beyond the next decade — up from 39% just 12 months earlier
- 93% of business leaders say their role is to ensure their workforce has the time and resources to continuously learn

Sources

[PwC's 27th Annual Global CEO Survey, PwC](#)  
[ReimagineHR, Gartner](#)



# 10 market insights to shape your comms

## AI

- 61% of business leaders believe AI is a game changer for their industry, but only 11% have made significant progress in digital transformation
- AI users report significant benefits: 90% say it helps them save time, 85% say it helps them focus on their most important work, 84% say it enhances creativity, and 83% say it makes their work more enjoyable
- In the workplace, 73.8% of ChatGPT accounts are non-corporate vs Gemini (94.4%) and Bard (95.9%)

Sources:

[Leading through the great disruption, Adecco](#)

[2024 Work Trend Index Annual Report, Microsoft](#)

[Shadow AI: how employees are leading the charge in AI adoption, Cyberhaven](#)



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## Managers

- 80% of managers say they became a manager because they were good at their job, not because they wanted to manage people
- 50% of managers did not receive any support from their organisation during their transition into the role

Source

[Building Better Managers, Mind Tools](#)



# 10 market insights to shape your comms

## Skills

- The top two barriers to successfully implementing a reskilling strategy:
  - 1) managers not being incentivised to give employees time and space
  - 2) poor quality information about the current skills profile of the workforce

## Well-being

- 21% of employees feel their employer fully supports their mental well-being
- Two in five workers believe the world of work is fundamentally broken

Sources

[Reskilling for Sustainable Growth, Corporate Research Forum](#)

[People at Work, ADP Research Institute](#)

[2024 Global Talent Trends, Mercer](#)



# Thankyou

**Our final session is on 19/12/24 at 11.00 GMT**

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