

The Future of Work in 2025, Revisited

HSM Advisory Future of Work Webinar



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In 2011, Professor Lynda Gratton made bold predictions about the future of work in 2025 in her book *The Shift*. Now that we've arrived at 2025, we brought our network together for a research webinar to revisit those predictions. What can these insights teach us about navigating an increasingly complex future? Below, we share three key takeaways to help you prepare for the Future of Work in 2025 and beyond:

1 Predicting the future is difficult, but scenario planning can help

The pace of change is overwhelming for individuals and organisations alike. The best way to navigate uncertainty is to **prepare for multiple possible futures**.

Scenarios help you think broadly, reduce blind spots, and anticipate challenges. Look beyond your industry—talk to people in different fields, explore diverse perspectives, and use personas to map out potential outcomes.

The pandemic caught us off-guard, but those who **observed, asked the right questions, and adapted quickly** were better equipped to respond.

2 Shape your future, or be shaped by it

If you don't **proactively prepare for what's ahead**, you risk being swept along by forces beyond your control.

The Shift predicted a **"default future" of fragmentation and disconnection**, which is already playing out—37% of you said it's a top concern.

The alternative prediction is the "crafted future", where you take charge, pivot when needed, and learn continuously.

29% of you said human skills alongside AI is a focus for you now, illustrating the choice between reacting to change or shaping it.

3 The big shifts are here—and they demand action

The three shifts that Lynda predicted: **the rise of deep expertise, collaboration over isolation, and the search for meaningful work**, are all unfolding in 2025, just in slightly different ways.

AI makes mastery more valuable than ever, not less. In fact, 26% of you are thinking about mastery in your career amidst this change.

Human connection and **friendship were shown to be absolutely critical**, especially after the isolation of the pandemic.

And as people demand more from their jobs, organisations face increasing complexity in managing when, where, and how people work.

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Better culture. We diagnose and shift mindsets and behaviours to enable the change needed for your people to deliver on their potential.



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Want to learn more?



Professor Lynda Gratton
Founder & CEO

lynda.gratton@hsm-advisory.com



Harriet Molyneaux
Managing Director

harriet.molyneaux@hsm-advisory.com



Dr Sarosh Khan
Director

sarosh.khan@hsm-advisory.com



Oliver Ferriman
Director

oliver.ferriman@hsm-advisory.com



Alison Hernandez
APAC Lead

alison.hernandez@hsm-advisory.com