The EVOLUTION OF LEARNING:
TOP PRIORITIES FOR L&D LEADERS IN 2025

Top priorities for L&D leaders in 2025

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Introduction

As we look toward 2025, the world of Learning and Development (L&D) is evolving faster than ever. With AI affecting, well, everything about the way we work, changing business needs, and the quest to find the perfect hybrid working model re-igniting itself once again, it's crucial for L&D to stay ahead of the curve. But what skills will set your organisation on the path to greatness in 2025? What should you be focusing on to ensure you're empowering your teams effectively and preparing them for the future? In this eBook, we'll be exploring just that.

But while we're sure every other eBook, whitepaper, webinar and town caller out there is yelling at you trying to sell you something, or indoctrinate you into the latest LinkedIn echo chamber, we're here to do something a little different. Yes, of course we'd like you to come out the other side of this eBook more interested in working with Video Arts than you were before – we're all trying to make a living, right? But we also just want to tell you the facts.

Change is inevitable and, with it, the skills we all need to move forward. Some of these skills require investment of money; all require investment of time, a precious commodity, we know. Convincing everyone around you that the business and personal benefits outweigh the cost of said time is the real skill to master, and that's what we want to help with. Be that through compelling digital content such as this eBook 😌 or through a quick chat with a member of our delightful in-house team.

Why Listen to Video Arts?

video arts™
Longer lasting learning

Put simply, we've been around the block a few times so we know what we're talking about. With over 50 years in the L&D business (biz, if you're cool) and a current library of over 400 bitesize video and microlearning courses, if there's one thing we know best it's learning. And better still, learning that actually has an impact on your L&D strategy.

From our subject matter experts to our award-winning writers and storytellers; our famous faces to our cutting edge technology, who better to consult about what to prioritise for your learning strategy than Video Arts? 😉

So, whether you're a seasoned Video Arts fan and have even got the t-shirt to prove it, or you're completely new to us (in which case, welcome on board, you'll love it here), we always strive for excellence – be that in award-winning microlearning, or in knowing what's important to both L&D professionals and their end users.

(That's all the self-selling done until the end, we promise).

How will 2025 differ from 2024? - 1.Cegos 2024 International Barometer: Transformations Skills and Learning, 2.Cegos 2024 International Barometer: Transformations Skills and Learning, 3.Fosway Group, Digital Learning Realities, 2024, 4.Fosway Group, Digital Learning Realities, 2024

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How will 2025 differ from 2024?

So 2025 won't be the same as 2024, big whoop?! Isn't that the case every year…? While yes, it's just another year, what's become blindingly clear in 2024 is that learning can no longer be separate from every other business function; it needs to be central to everything your organisation does. For example, *90% of HR decision makers believe skills development is now a strategic lever for their organisation*[1]. Furthermore, *63% of these same decision makers believe skills challenges over the next two years will be directly linked to technological change, particularly AI*[2].
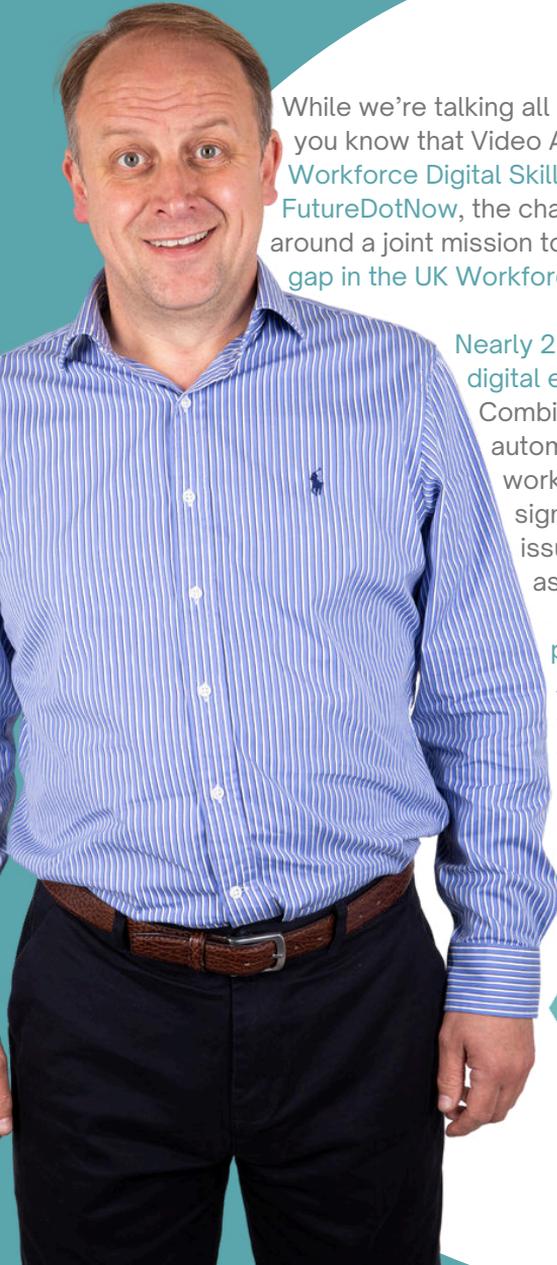
And if we zone in on AI for a moment – while it caused a stir when it first bulldozed onto the scene, *only one in four L&D professionals say it had any real impact on their roles in 2024*[3]. However, ask the same question of AI in 2025? Over half say it will have a significant impact on their learning function[4]– maybe some things just need time to marinate, y'know? 😉

So, what does this tell us? Adopting an attitude of continual learning by upskilling and reskilling has never been more important. Acknowledging the reality that business performance can now be more heavily influenced by factors such as social and political movements and environmental changes, means that ensuring your workforce is agile towards change is paramount.

And while technological skills play a big role in this, it is a human centric approach that will be your employees' best friend in this uncertain future. Whether it's giving your managers the skills to motivate teams with so many external factors potentially impacting their wellbeing, or understanding how to operate a business safely in an increasingly digital environment. Whatever the challenge, there will always be a need for soft skills, and it is with this firm realisation that we delve into the demands of 2025…

The Digital Skills Charter - 5.21.7m working-age adults (54% of labour force) are unable to complete all 20 tasks found in the Essential Digital Skills Framework, Lloyds Bank Consumer Digital Index 2023.

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The Digital Skills Charter

While we're talking all things digital, we thought we'd let you know that Video Arts is now a member of the Workforce Digital Skills Charter. Launched by FutureDotNow, the charter aims to unite employers around a joint mission to close the essential digital skills gap in the UK Workforce.

Nearly 22 million adults are missing the digital essentials for work in the UK alone[5]. Combine that with the rise of AI and automation, and the risk of major workforce displacement, there is significant urgency to addressing this issue. Developing skills in areas such as communication, staying safe and legal online, and creative problem-solving are key, and Video Arts is well-placed to help organisations globally with this challenge.

Find out more here:
www.futuredotnow.uk/charter

The
Workforce
Digital Skills
Charter
future
.now

Top skill: AI proficiency - 6. McKinsey and Company, The state of AI in early 2024: Gen AI adoption spikes and starts to generate value, 7.Salesforce, Top Generative AI Statistics for 2024, 8.Salesforce, Top Generative AI Statistics for 2024

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Top skill: AI proficiency

As the saying goes: 'AI won't replace you – a human who knows how to use it will!'...

Let's address the robot-shaped elephant in the room first: AI. We know the world, his wife, his wife's dog, cat and ferret are all talking about AI, and if you're anything like us, it can get a bit tedious. However, we'd be foolish to ignore it on that basis.

The reality is that AI is here to stay, and therefore being proficient in how to use it is absolutely essential to all roles moving forward.

Top tip: Don't overdo it

Remember that AI is there to assist you, not replace you entirely, so everything in moderation. With many of our daily interactions becoming ones with screens, the very human desire for human connection and authenticity will remain.

🤖 Adoption of AI tools grew globally from 50 to 72% this year, with the largest increase in adoption found in professional services.[6]

While we're far from the kind of organisation to tell you to jump on a trend, when it comes to AI it's a bit more black and white.

🤖 Already, 75% of generative AI users are looking to automate tasks at work using these tools[7], and with the largest group of these users being Millennials and Gen Z (65%[8]), this automated, AI-assisted way of working will soon become the norm.

As most of us mere mortals are still in the early adoption phases of AI, its core use in 2025 it seems will be to assist us all with time and task management.

From AI integrations in everything from search engines to graphic design software, to using chat gpt to write that eBook about in-demand skills...👀

(*Note: we would like to clarify that this eBook was, in fact, written by a human. Howd'ya like that, chatgpt.) No matter how junior or senior the role, understanding how AI can speed up productivity by assisting with mundane or time-precious tasks is now an essential skill.

However, in the Learning & Development sphere, AI will continue to make waves by helping to create increasingly personalised learning solutions. To humbly use ourselves as an example, in 2025 Video Arts will be rolling out its latest AI chatbot integration. Mastering many soft skills requires practice, often with other people. But practising having a difficult or awkward conversation isn't necessarily something you can just force upon your colleague when you feel like it. But by using generative AI, Video Arts' e-learning courses will now include a segment where learners can role-play scenarios with a chatbot, simulating a conversation that could occur in the real world, but in the safety and judgement-free privacy of the learning environment.

Top skill: Emotional intelligence- 9. LinkedIn, Why Emotional Intelligence is a Top Skill in 2025, 10.LinkedIn, Why Emotional Intelligence is a Top Skill in 2025, 11.Medium, The Role of Emotional Intelligence in Adaptability, 2023, 12.Medium, The Role of Emotional Intelligence in Adaptability, 2023

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Top skill: Emotional intelligence

Speaking of people, emotional intelligence had long been on the radar for most L&D managers. Leading with empathy and understanding the diverse emotional needs of teams, and therefore the emotional intelligence needed as a manager, isn't exactly a new phenomena. But moving into 2025, it's stepping up a notch.

As we begin to rely more heavily on machines to perform more routine tasks, the very human ability to connect and empathise sets employees apart[9]. No one wants a robot for a manager when they're having a bad day, or struggling at home, or asking for support with their mental health… As we've preached many a time in our 50 years in learning, people are what make your organisation, so maintaining the ability to forge relationships with your colleagues, motivate and develop teams, and remain sensitive to individual needs and challenges is vital.

But emotional intelligence isn't just important in distinguishing us from the robots – in the last few years, the way we all approach work has changed significantly. Workplace wellbeing is far more of a priority than it ever was, as is work-life balance, managing stress, and social and cultural sensitivity. Leaders and managers who can balance business goals with genuine empathy for their employees will continue to be in high demand[10].

And if you need any more convincing of emotional intelligence's worth in 2025's working climate, may we direct you to the final exhibit in this case: change. We all know it, we all hate it, but alas, it is inevitable.

Dealing with change and, more importantly, managing change is a skill we all will likely spend our lives trying to master. But in the perilous fast-paced universe we all live and work in, being able to respond appropriately to change and adapt accordingly is essential. Two of the key components of good emotional intelligence are self awareness and self regulation, both of which are critical to managing change[11]. Regardless of level, being able to identify how you're feeling and temper this where necessary allows you to respond thoughtfully, make more effective, balanced decisions, and generally cope with change better[12]!

Top tip: Practice makes perfect!

Don't assume that simply being emotionally intelligent is enough; it requires practice. It's amazing how quickly we lose our empathy when we're stressed, for example, so ensure managers and team members actively and regularly invest in their own emotional development.

Top skill: Adaptability

As the common thread that seems to run through everything, the need for adaptability is almost a given at this point. But no one really knows how to explain exactly what adaptability (or resilience, if you're fancy) is as a skill, because it isn't really a skill. As we kind of[10] throwback to our earlier comments about having a mindset of continual learning, adaptability is more of an attitude.

Yes, we can teach people how to manage change better in practice, and build upskilling and reskilling plans into our strategies – these are all great and worthy uses of your time and money. But ultimately, adaptability boils down to the attitude that we need to keep our ears, eyes and minds open at all times. This is what you need to instil into your teams.

But how do we achieve such a broad, frankly vague, goal? Here's a few of our top tips:

▷ **Talk to each other more:** share challenges and ask others about theirs – as nosey as it sounds, talking with colleagues and your wider network will shed light on the common challenges everyone is facing, and will help your teams know what to prepare for, what to avoid, and what actually isn't worth worrying about.

▷ **Listen and read more:** we know social media can be tiring at times, and extra-curricular reading is a big ask on top of everything else. But paying attention and, when possible, delving a little deeper into current and upcoming trends can help your employees stay ready for any curveballs.

▷ **Make time to learn:** it was always going to be in here, but the simple fact is learning is crucial. It doesn't have to take long (10 minutes if you use our content...👀 sorry, we promised no selling), but getting into the habit daily helps to chip away at skills and behaviours that could become business critical in a year's time.

▷ **Prioritise wellbeing:** we've said it before and we'll say it again – people perform best when they feel their best. And the same can be said for being adaptable to change. Someone grappling with high or perhaps increased stress levels is hardly going to hit a home run off a change curveball, let's be real. So, ensuring team members feel valued and supported needs to be at the forefront of, to be honest, every strategy in 2025 and beyond.

Top skill: Critical thinking & problem solving

Like a fine wine to a well matured cheese, critical thinking and problem solving go hand-in-hand with each other. Hey, they even go hand-in-hand with adaptability (the chutney, if you will...).

Although perhaps quite basic sounding skills, there's more to critical thinking and problem solving skills than meets the eye. Who wouldn't want a team made up of individuals who can analyse situations from multiple angles, make informed decisions, and adapt to unpredictable circumstances? Or better yet, a team of top performers who can approach challenges with a critical mindset and therefore be better equipped to identify innovative solutions, improve processes, and drive organisational success...?

At the risk of making your employees sounds like the next Avengers (which they well could be, ya never know...🦸), the fact of the matter is that these skills have long been undersold as just troubleshooting technical issues or addressing customer complaints. In 2025 and beyond, critical thinking and problem solving are about taking a step back, identifying the root cause of challenges, and proactively developing strategies to address them. In short, they're absolute gold dust to any organisation.

Top tip: Get rid of the ego

Critical thinking and problem solving require unbiased, rational approaches. The best thing anyone can do to instantly improve these skills is to take their ego out of it. Sometimes the best strategies are hard or ones that involve sitting with mistakes and having difficult conversations. The better someone's ability to make it not about them, the better they'll perform.

Top skill: Thriving in a digital culture

Being able to thrive in a digital culture is fast becoming the foundation on which all other skills rest. Forget that one person in your office everyone flocks to for help with anything 'techy' – the future of work will require everyone to understand the technology at their disposal.

Now, we're not saying everyone needs to be able to conduct a three-hour seminar on the intricacies of Adobe, write a thesis on Office 365, or publish the life and times of Salesforce. But with technology continuing to shape how we work, learn, and collaborate, the ability to navigate digital tools and platforms is becoming a core skill for success. It's not just about knowing how to use the latest apps or software, but about fostering a mindset that embraces change, encourages innovation, and understands how to exist and work safely and securely online.

To help dissect how your workforce currently fare on the road to digital genius, the Digital Skills Framework lays out 20 essential digital tasks that the government has agreed are essential to work in 2025 and beyond. These are broken down into five skills areas: communicating, handling content and information, transacting, problem solving, and being safe and legal online.

To avoid writing out our own version of War and Peace, we've highlighted what we feel are the most important areas to start with:

Communication
With so many of our interactions now existing online, both with our colleagues and with our customers, it's crucial for employees to understand how to communicate effectively, digitally. While yes, being able to use Teams or organise your email inbox are indeed essential, this also encompasses the ability to collaborate effectively online, as well as navigating the challenges of remote, asynchronous working.

Problem solving
Being able to utilise digital software to help streamline processes and minimise the amount of time taken up by mundane tasks will rapidly move from the humble brag to a 'can't everyone do that?' in 2025. From the joys of generative AI in digital content creation, to project management software that's been around the block a few times itself (think Trello, Monday.com etc.), the more employees can upskill themselves and harness these platforms to their advantage, the more they will thrive in a digital culture.

Being safe and legal online
Cyber security plays a huge role in organisations' ability to function at all. It's all well and good IT teams understanding how to avoid cyber risks, but if the rest of your organisation isn't in the know, let's just say the ice starts to get pretty thin. Ensuring your teams manage their own digital health well is key – from spam email awareness and backing up data, to the joys of multi-factor authentication and complying with GDPR regulations.

Top tip: Quality over quantity

It can be easy to get overwhelmed by the sheer volume of software at your disposal, so get your teams focussing on mastering a few of the core platforms first before gradually incorporating more. Technology should enhance or support day-to-day tasks, not inhibit them, so allow learners the space and time to ease into it.

The Workforce Digital Skills Charter future.now

Summary

If you take one thing from this eBook it's this: lifelong learning is (and will always be) key. Upskilling and reskilling remains at the epicentre of most learning strategies in 2025, and rightly so. Figuring out how to get it right relies on a collective attitude and understanding that change is inevitable, new technology is even more inevitable, and no one moves forward if they're not willing to adopt, adapt and improve (as the poets once said). While arming your teams with an arsenal of digital knowledge, skills and AI cheat codes will become the new new new normal, it's important to remember that soft skills remain evergreen. Building and nurturing a firm foundation of emotional intelligence and effective communication skills will age better than any technical skill out there, and will undoubtedly stand your organisation is much better stead. .

Why choose Video Arts?

We understand that you've got goals and deadlines to consider – be that engagement rates to improve, ROI to demonstrate, or decisions to justify to your internal stakeholders. So, we're hardly here to waste that precious time of yours. So, how about a quick-fire round of 'how do I benefit from working with Video Arts?' We're so glad you asked…😉

- **Access to our entire library of over 400 bitesize, interactive, AI-enhanced e-learning courses.**
- **Use of your exclusive QR code delivery method – allow learners to access content quickly and easily, wherever they are.**
- **Dedicated customer service, with monthly check-ins, early access to new launches, an exclusive VIP client portal and more!**
- **Bespoke content matches and personalised learning pathways created specific to your organisation's needs.**

There's more we could tell you, so if you fancy learning more, why not get in touch to discuss in more detail?

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Need help getting started?

These Video Arts e-learning titles specifically target each of the skills discussed in this eBook:

AI Anxiety

Leadership Essentials: Emotional Intelligence

Human-Centric Leadership

Psychological Safety

Management Essentials: Motivating your Team

Mental Health for Managers & Employees

Projects and Change

Developing a Growth Mindset

Embracing a Learning Culture

Managing Yourself

GDPR

Cyber Security

Plus many more!

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