



THE FUTURE OF THE LABOUR MARKET



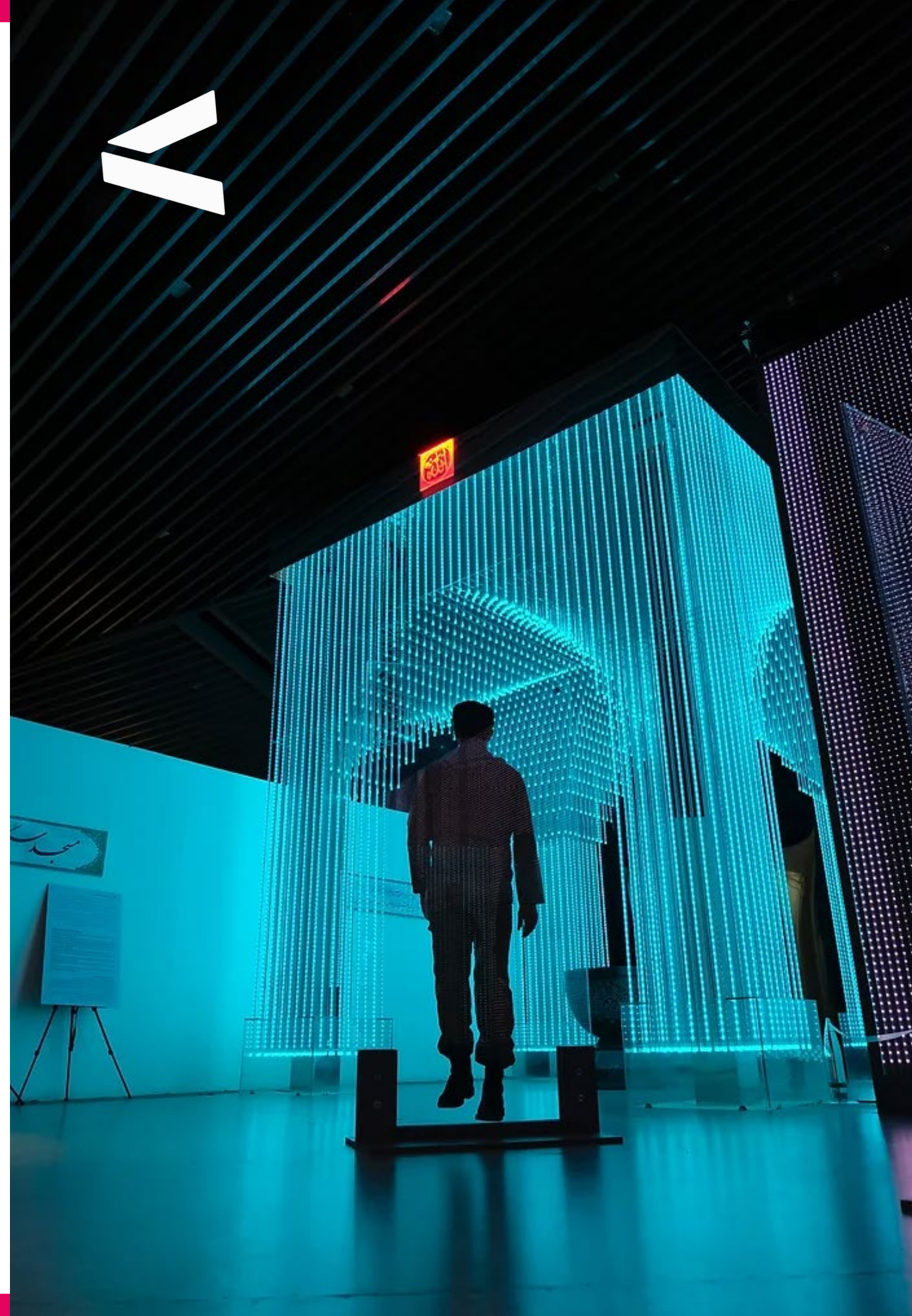
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INTRODUCTION

Standing on the precipice of adulthood, you are preparing to embark on your journey into the vast, complex world of work. But do you understand the terrain you're about to traverse?

Our goal with this eBook is to provide you with a comprehensive understanding of the labour market's current state and the trends forecasted to shape it. As per the World Economic Forum report, adoption of technology will continue to be a pivotal factor in business transformation in the upcoming five years (World Economic Forum, 2023¹). Over 85% of the surveyed organisations recognised the accelerated adoption of novel and advanced technologies, along with the expansion of digital access, as the most probable trends to catalyse transformation within their organisations.

Being aware of facts such as these is crucial in navigating your future careers. As we move through the chapters, we'll delve into emerging industries and job opportunities, understand current labour market trends and challenges, and identify the skills most in demand by employers.

We'll also highlight the emerging technologies and their impact on the job market and underline the importance of continuous learning and skill development in an era of constant technological advancement.

THE IMPORTANCE OF UNDERSTANDING THE LABOUR MARKET

Why is understanding the labour market so crucial for secondary school students? Simply put, this market will determine your career trajectory, income prospects, and overall job satisfaction. Knowing this area aids in setting realistic career expectations, choosing relevant fields of study, and developing necessary skills for future workplaces.

A staggering statistic to consider: Nearly 25% of jobs are set to be disrupted in the next five

years, according to the World Economic Forum's latest Future of Jobs Report (World Economic Forum, 2023²). Hence, understanding the labour market and its dynamics is no longer a choice but a necessity.

PURPOSE AND SCOPE OF THE EBOOK

This eBook aims to equip you with the knowledge and tools to thrive in the future job market.

As we journey through this eBook, remember, the future of work may seem daunting, but with the right information, guidance, and determination, you are more than capable of successfully navigating it. Knowledge truly is power, and this eBook aims to empower you for the exciting journey ahead.

01

THE FUTURE OF WORK

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THE CHANGING LANDSCAPE OF WORK AND EMERGING INDUSTRIES

Today's workforce landscape is vastly different from what it was even a decade ago. Changes brought about by technological advancements, shifting socio-economic factors, and global events have all played a significant role in shaping the world of work as we know it. Let's dive into understanding the metamorphosis of the working world and the emerging industries that offer exciting opportunities for your generation. Consider this example: currently, 60% of workers are in occupations that did not exist in 1940 ³.

THE EVOLUTION OF THE WORK LANDSCAPE

Besides the advent of the digital era, it was predicted that employment expansion will be predominantly focused in high-skill professions (like those in the healthcare sector or the STEM fields: science, technology, engineering, and maths), whereas jobs that require middle and low skills (for instance, those in the food service, manufacturing, or office administration sectors) are anticipated to decrease ⁴. In this respect, as ManpowerGroup notes, adaptation is crucial to avoid becoming obsolete ⁵.

They further point out that digital transformation involves the use of artificial intelligence (AI), automation, and data to increase productivity and competitiveness. Three waves of automation are especially significant: the algorithmic wave (simple computational tasks and data analysis), the augmentation wave (automation of manual tasks), and the autonomy wave (automation of physical labour). These concepts highlight the importance of digital literacy for future professionals ⁶.

As emphasised previously, automation and AI are leading the way in this transformation. However, certain other job categories might be endangered: for instance, the growing preva-

lence of self-checkout systems in supermarkets could diminish the requirement for cashiers, and the use of robotics for regular paperwork processing might reduce the need for office employees ⁷.

AI systems automate tasks, which changes employment markets significantly. About two-thirds of U.S. occupations could see some degree of automation, with as much as a quarter to half of their workload potentially replaced. But these AI advancements often complement rather than replace jobs completely. Therefore, developing skills to work with AI could be beneficial for future careers ⁸.

EMERGING INDUSTRIES AND JOB OPPORTUNITIES

Now, let's turn our attention to the exciting emerging industries that are setting the stage for a plethora of job opportunities.

Information Technology

Technology is ingrained in almost every aspect of our lives, and this reliance will only grow. The U.S. Bureau of Labor Statistics projects the overall employment in computer and information technology occupations to grow 15 percent from 2021 to 2031, much faster than the average for all occupations ⁹.

Cybersecurity

Additionally, as digital data continues to expand, the need for cybersecurity to protect sensitive information also escalates. Projected to rise to \$10.5 trillion annually by 2025, cybercrime costs could become the world's third-largest economy ¹⁰. This is a massive shift in wealth, outpacing the damages from natural disasters and being more profitable than global illegal drug trade. For secondary school students thinking about cybersecurity jobs, consider that these costs encompass aspects like data theft, stolen money, intellectual property loss, and reputational harm, which means



Healthcare

The healthcare industry is another rapidly growing field, fuelled by an ageing population and advances in technology. It's estimated that the healthcare and social assistance sector is expected to generate the highest number of jobs and approximately a third of all newly created positions will fall within these sectors over the 2021-2031 decade ¹¹.



Care Economy

Though a digital-first mindset is often linked with future professions, certain sectors like healthcare will invariably necessitate some degree of in-person engagement, known as the care economy ¹².

Renewable Energy

As the world grapples with climate change, the renewable energy sector is experiencing a boom. Solar photovoltaic installers and wind turbine technicians are among the fastest-growing occupations, projected to increase by 51% and 61%, respectively, from 2019 to 2029 ¹³. A governmental report predicts that by 2030, investments in eco-friendly technologies, such as the production of more electric vehicles, are expected to generate 250,000 jobs. Positions in this burgeoning field could range from renewable energy analysts and senior marine advisors, to roles involved in the sales of solar panels ¹⁴.

Sustainability specialists

Ranked second in the 10 fastest-growing jobs. Worldwide initiatives to reduce carbon emissions, in an attempt to combat climate change, will significantly boost job opportunities in the sustainability sector in the coming years. By the close of the decade, industries related to clean energy, efficiency measures, and low-emission technologies could potentially generate as many as 30 million jobs ¹⁵.



Space Exploration

Reflecting the industry's robust growth, the Space Foundation reported that the global space economy reached an impressive \$469 billion in 2021, marking a 6.4% revenue growth in the commercial space sector since 2020 ¹⁶. „As we look to the future of the booming space industry, we understand the need to expand our workforce to sustain this unprecedented growth. This means delivering a message to everyone, starting from reception and moving forward, that they have a place in space exploration. This is “one of the most exciting times since we first reached for the stars,” expressed Space Foundation CEO, Tom Zelibor.



AI and Machine Learning

As AI integration grows, so does the need for experts in this field. AI and machine learning specialists were at the top of the fastest-growing jobs list in 2023 ¹⁷.

E-commerce

The global pandemic has boosted online sales, and the trend is set to continue. Statistics from the U.S. Department of Commerce illustrate a consistent increase in U.S. e-commerce transactions for more than ten years, with a notable surge observed in the past three years. Recent statistics reveal that from 2013 to 2022, yearly U.S. e-commerce sales witnessed almost a fourfold increase, escalating at an average yearly growth rate of 17%. The most dramatic spike occurred in 2020, with total sales experiencing a 42.7% increase - six times the growth rate seen in 2022 ¹⁸. This surge creates opportunities in various roles, from digital marketing to logistics.

Diversity & Inclusion

LinkedIn has observed a more than 90% surge in recruitment for diversity and inclusion roles since 2019, indicating a heightened focus by

business leaders on these aspects. Specialists in diversity and inclusion are responsible for making sure that businesses and organisations uphold both ethical and legal responsibilities in terms of maintaining a diverse workforce, and that all employees receive appropriate recognition and support within their work setting ¹⁹.

Change management

Change management refers to the process of developing strategies and methodologies to assist teams and organisations in preparing for and implementing significant structural changes. Although this concept has existed for many years, it's currently seeing a resurgence as global workforces adapt to hybrid or fully remote work models.

Understanding these emerging industries and the job opportunities they present is crucial for mapping your career path. It's worth noting that these sectors are interconnected and are shaping one another. For instance, advances in AI are propelling healthcare, space exploration, and renewable energy. Hence, versatility and adaptability will be key skills to thrive in this evolving job market.



02

GENERAL LABOUR MARKET TRENDS



The world of work is transforming at an unprecedented pace, propelled by rapid technological innovations and shifting economic landscapes. This dynamism brings forth both exciting opportunities and unique challenges. Equally important is understanding what skills employers are currently seeking. This chapter offers an overview of the key trends and challenges in today's labour market and shines a light on the most sought-after skills by employers.

In general, significant job growth is anticipated to be fueled by big data analytics, climate change and environmental management technologies, as well as encryption and cybersecurity. Disruption in the labour market is expected due to advances in agricultural technologies, digital platforms and apps, e-commerce, digital trade, and AI. However, this disruption is likely to be balanced out by job growth in other sectors, resulting in an overall positive impact. The only exceptions forecasted not to result in net job creation over the next five years are humanoid and non-humanoid robotics ²⁰.

Contrary to popular belief, expectations for machines to replace physical and manual labour have reduced, however, the automation of tasks involving reasoning, communication, and coordination - areas traditionally dominated by humans - is predicted to increase. Artificial intelligence, a significant factor in potential job displacement due to automation, is projected to be adopted by nearly 75% of the surveyed companies. This adoption is expected to cause considerable turnover, with half of the organisations anticipating job growth as a result, and a quarter predicting

job losses ²¹. While numerous forecasts suggest that technology might pose a threat to human jobs, it's essential to remember that this evolving landscape simultaneously offers numerous opportunities.

It is important, however, to recognize steps that each of you can take to prepare for the ever-changing landscape of the labour market. By 2027, it's estimated that 60% of workers will need retraining, however, only half of them currently have access to suitable training opportunities. Therefore, it's crucial to seek out educational and skill-building opportunities now, to ensure your preparedness and competitiveness in the future job market. For example, by reading this eBook.

Consequently, an important question arises: What are the key skills that employers are likely to prioritise in the coming years that you, as secondary school students preparing for your future careers, should be aware of?

From 2023 to 2027, the top priority for skills training will be analytical thinking, expected to comprise 10% of training initiatives. The second emphasis will be on promoting creative thinking, accounting for 8% of upskilling efforts. Training in AI and big data usage comes third in skills-training priorities over the next five years, with 42% of surveyed companies prioritising it. Companies also plan to enhance workers' leadership and social influence skills (40% of companies), resilience, flexibility, and agility (32%), and curiosity and lifelong learning (30%). Two-thirds of companies anticipate a return on their investment in skills training within a year, either through improved cross-role mobility, increased worker satisfaction, or enhanced productivity ²².



CURRENT LABOUR MARKET TRENDS AND CHALLENGES

Several notable trends are shaping today's labour market:

The Shift to Remote Work

With the COVID-19 pandemic, companies worldwide rapidly adopted remote work, leading to what many call the „new normal“. A survey by Gartner HR found that 88% of organisations encouraged or required employees to work from home due to the pandemic ²³. Although this shift offers benefits such as reduced commuting time and increased flexibility, it also presents challenges like maintaining work-life balance, managing remote teams effectively, and ensuring reliable digital connectivity. Flexible work opportunities vary across industries and roles, impacting talent competition for companies. Specifically, most individuals in computer and mathematical fields have options to work remotely, with 77% expressing readiness to work entirely from home ²⁴.



Rise of the Gig Economy

The gig economy, where temporary, flexible jobs are commonplace, is growing. A study by Upwork and Freelancers Union predicts that the majority of the U.S. workforce will be freelance by 2023 ²⁵. The challenge lies in ensuring fair wages and job security for gig workers

Skills Gap

The rapid pace of technological advancement has created a „skills gap“ - the difference between the skills employers want and the skills employees have. LinkedIn's 2020 Workplace Learning Report found that 57% of talent developers list identifying, assessing, and closing skills gaps as a high priority ²⁶.

Disparity in Labour Market Recovery Post-Pandemic

The revival of the job market following the pandemic hasn't been uniform. Industries such as hospitality and food services, which experienced severe decreases in demand initially during the pandemic, have not yet achieved their pre-pandemic employment levels. On the other hand, sectors like professional and technical services, along with retail trade, have shown more resilience. This disparity in recovery becomes further apparent when examining employment data across different pay levels, where high-wage roles have shown better recovery rates compared to medium - and low-wage job ²⁷.

For your interest, the roles hiring managers are most urgently looking to fill include Accounting (33%), IT & Networking (30%), and Operations (29%). Furthermore, over the next six months, 52% anticipate that Customer Support will be a primary position they aim to recruit for ²⁸.





SKILLS IN DEMAND BY EMPLOYERS

In this evolving job landscape, certain skills stand out as particularly in-demand:

Tech Savviness

In our digital world, tech savviness is no longer optional - it's essential. From using basic software to understanding advanced AI applications, technological skills are in high demand.

Data Literacy

The ability to interpret and use data effectively is highly valued in today's data-driven economy. As per a 2023 LinkedIn study, data literacy acts as a significant catalyst for adaptability, which is the foremost skill required today for both individuals and organisations²⁹.

Critical Thinking and Problem-Solving

In our complex, rapidly changing world, the ability to think critically and solve problems is crucial. These skills are listed as the number one priority for 91% of employers, according to a survey by the National Association of Colleges and Employers³⁰.

Emotional Intelligence

The ability to understand and manage your own emotions, and those of others, is becoming increasingly valued. It's particularly crucial for maintaining effective relationships in remote and diverse teams.

Creativity and Innovation

With AI handling more routine tasks, human creativity becomes increasingly important. Specifically, creativity tops the list of business skills on LinkedIn's compilation of 50,000³¹.

Further, the **top 10 skills**³², that employers want to see on resumes are:

- 1 Management
- 2 Communication
- 3 Customer Service
- 4 Leadership
- 5 Sales
- 6 Project Management
- 7 Research
- 8 Analytical Skills
- 9 Marketing
- 10 Teamwork

Why care?

Understanding these trends, challenges, and in-demand skills is crucial to navigating today's dynamic labour market successfully.



03

TRENDS IN VARIOUS INDUSTRIES

TRENDS IN INFORMATION TECHNOLOGY

The technological evolution we're experiencing today is revolutionising the way we live, work, and communicate. With continuous advancements across multiple sectors, technology has streamlined various aspects of our lives. In this article, we will delve into the top 10 groundbreaking trends in information technology that are shaping our world.

Artificial Intelligence (AI) and Machine Learning (ML)

AI and ML stand at the forefront of information technology trends. AI systems can sift through large data sets, deriving predictions and recommendations. Simultaneously, ML algorithms continually improve as they process more data, leading to more accurate outcomes. From voice assistants like Siri and Alexa to autonomous vehicles, AI and ML are poised to revolutionise numerous sectors. For example, machine learning, by unlocking the potential of corporate and customer data, is pivotal in making data-driven decisions that can provide businesses a competitive edge and prevent them from lagging behind in the market³³.

Cloud Computing

As an increasingly popular solution for both businesses and individuals, cloud computing offers streamlined access to computing resources and data storage. Services such as Amazon Web Services, Microsoft Azure, and Google Cloud Platform allow for remote access to applications and data, facilitating collaboration and remote work. Adopting cloud technologies is enabling a wide range of organisations to accelerate their operations, enhance agility, and stimulate business innovation, as noted by Google³⁴. Additionally, these platforms enable businesses to scale operations and reduce IT infrastructure costs.

Internet of Things (IoT)

IoT encompasses a network of internet-connected devices that can communicate with each other. Ranging from smart homes to industrial automation, IoT is reshaping our daily lives and work environments. It's projected that by 2025, around 30.9 billion devices across the globe will be interconnected through IoT³⁵. The convenience and efficiency of IoT devices enrich our lives, however, they simultaneously increase our vulnerability to diverse cyber threats. Essentially, an increased number of interconnected devices broadens the attack surface for potential cyberattacks³⁶. This highlights the importance of the next trend.

Cybersecurity

With an increasing portion of our lives and businesses shifting online, cybersecurity has become an urgent priority. Drawing from the global IBM Cyber Security Intelligence Index Report, an astounding 95% of cybersecurity breaches can be traced back to human error³⁷. Cyberattacks can lead to significant financial losses and reputational damage. Companies, individuals, and governments must protect their data and systems from various cyber threats. Hence, information technology plays a crucial role in shaping cybersecurity and minimising human error.

Blockchain

Initially developed for cryptocurrencies like Bitcoin, blockchain technology is now being leveraged for a wide range of applications, including supply chain management and digital identity verification. For instance, in supply chains, the integration of blockchain solutions with smart packaging and IoT technologies can securely and permanently document each product's voyage from production to end-user. This can decrease the risk of fake goods, counterfeit items, unauthorised refills, and rerouting, providing protection for both manufacturers and consumers³⁸.



Edge Computing

Edge computing is a paradigm shift that brings data processing closer to its generation source, instead of a centralised location like a cloud server. This development transforms the way data is processed and analysed, fostering real-time decision-making. The potential applications of edge computing span across numerous sectors, including autonomous vehicles and smart cities. Going forward, an increasing number of applications will necessitate data processing in less than 5 milliseconds, with some even requiring a rapid response time of just 1 millisecond³⁹. Edge computing aids in accelerating operations and minimising latency in industries that are heavily dependent on data and also saves money.

Quantum Computing

Quantum computing, a novel computing paradigm, utilises quantum bits (qubits) instead of traditional binary bits. The first authentic evidence of quantum computers' capabilities to solve exceedingly complex problems, beyond the scope of classical

computers, surfaced in 2019. Google revealed that its quantum computer accomplished a major milestone by resolving a problem in 200 seconds, a task that would have taken a classical computer 10,000 years to complete⁴⁰. This transformation alters the operational standards of computers and facilitates high-speed processing of large data sets. Its potential applications extend across diverse sectors such as finance, healthcare, cybersecurity, and material science.

Augmented Reality (AR) and Virtual Reality (VR)

AR and VR technologies either enhance our real world with digital elements or create immersive digital environments. These technologies are reshaping our interaction with the digital world and unlocking new possibilities in areas such as education, entertainment, and healthcare. Market research forecasts that the worldwide market for virtual and augmented reality, valued at \$13.4 billion in 2018, is projected to significantly grow and attain a value of \$142.4 billion by 2023⁴¹.

Robotic Process Automation (RPA)

RPA employs software robots to automate repetitive, time-consuming business processes. By freeing up human resources for higher-level tasks, RPA is transforming operational workflows across sectors like finance, healthcare, manufacturing, and customer service. A significant 81% of corporations are investing resources towards RPA technology with the aim of reducing human-labour costs, as it is estimated that typical rules-based processes can be 70%-80% automated⁴².



Cybersecurity Automation

In the face of contemporary cyberattacks which largely employ automation, organisations resorting to manual defensive methods essentially pit humans against machines, a scenario that significantly tilts the odds against the organisation. Cybersecurity automation leverages AI and ML to automate processes like threat detection and response. This strategy is altering the way organisations protect their networks and data from cyber threats, improving threat detection, response times, and reducing the risk of human error. A Gartner study revealed that the deployment of security automation allows organisations to identify and react to security incidents about 50% more swiftly than those relying on manual procedures⁴³.

EMERGING PROFESSIONAL ROLES AND JOB POSITIONS

The world of work is evolving rapidly, and so are the job roles within various sectors. Here's a look at some emerging professional roles in the area of information technology:

- 1 AI/Machine Learning Engineer**
Builds and maintains AI models and systems.
- 2 Cybersecurity Analyst**
Protects computer systems and networks from digital attacks.
- 3 Data Scientist**
Interprets complex digital data for decision-making purposes.
- 4 Cloud Solutions Architect**
Designs and manages an organisation's cloud computing strategy.
- 5 Database Administrator**
Provides smooth access to databases for data analysts and other company users - plans for capacity, manages installation and migration, ensures security, and resolves troubleshooting issues.
- 6 Software and Applications Developer**
Utilises programming languages and coding techniques to create software designed to assist users in accomplishing specific tasks.



As we step into the future, it's crucial to stay informed about the latest trends in information technology. The trends discussed above have already begun transforming various industries and will continue to do so. Understanding these technologies and their potential applications will enable students to gear up for the future job market and stay competitive in their field. The technology industry promises exciting developments and opportunities as these trends continue to evolve. Be ready to ride the wave of these transformations!



TRENDS IN ELECTRICAL ENGINEERING

Electrical engineering is a field that has been evolving rapidly over the years. With the emergence of new technologies and the increasing demand for clean energy, it is imperative for students to stay informed of the latest trends in this field. In this blog post, we will explore ten trends in electrical engineering that are shaping the future of work for students in this field.

Renewable Energy

Renewable energy is the future of the power industry, and electrical engineers play a significant role in the development and implementation of renewable energy technologies. From solar panels to wind turbines and geothermal systems, electrical engineers are designing and optimising renewable energy systems. By 2025, over a third of the global electricity supply is projected to be generated from renewable energy sources⁴⁴, which creates immense opportunities.

Artificial Intelligence (AI)

AI is a game-changer in the field of electrical engineering. Electrical engineers are using AI to optimise power grids, improve energy efficiency, and reduce energy consumption. With AI-powered systems, electrical engineers can predict equipment failure, monitor energy consumption patterns, and optimise energy usage. To prepare engineers for thriving careers and keep up with new technologies in the era of Industry 4.0, the electrical engineering curriculum is recommended to incorporate a holistic education that combines core engineering principles with adequate insights into other engineering fields, computing technologies, and subjects beyond the engineering realm⁴⁵.

Electric and Autonomous Vehicles

The transportation industry is undergoing a significant transformation – from electric cars to autonomous vehicles, electrical engineers are design-

ing and optimising the systems that power these vehicles. Autonomous driving is projected to generate a revenue of \$300 billion to \$400 billion by 2035⁴⁶. With the increasing demand for sustainable transportation options, electrical engineers will play a critical role in the future of the transportation industry.

Internet of Things (IoT)

The Internet of Things (IoT) is revolutionising the way we live and work. Electrical engineers are designing and optimising IoT devices, including smart home appliances, wearable devices, and industrial sensors. With the increasing demand for connected devices, electrical engineers will continue to play a vital role in the development of IoT technologies. Since it's projected that by 2025, around 30.9 billion devices across the globe will be interconnected through IoT⁴⁷, it's important to educate and develop a workforce proficient in the various aspects of IoT systems, including physical devices and sensors, computer hardware, software, and security⁴⁷.

5G Wireless Networks

5G wireless networks are the future of mobile communication. Electrical engineers are designing and optimising the systems that power 5G networks, including antennas, signal processing systems, and network architecture. By 2023, the global tally of 5G subscriptions is approximated to be 1.9 billion, a number projected to surge to 2.8 billion by 2024, and further soar to 5.9 billion by 2027. With superior download speeds and decreased latency compared to their 4G predecessors, 5G networks present a significant advancement in wireless technology⁴⁸. With the increasing demand for high-speed wireless communication, electrical engineers will play a vital role in the development of 5G technologies.



Power Electronics

Power electronics is a branch of engineering that involves the utilisation of solid-state electronics for the alteration and regulation of electrical power. Essentially, it is concerned with transforming electricity into various forms. While its primary application is in the conversion and control of electrical power, it also extends to aspects such as designing, computing, managing, and integrating the related systems. The overarching objective is to ensure the most efficient, dependable, and cost-effective transmission of energy from the source to the load⁴⁹. The analysis of the size and share of the Power Electronics Market indicates that it is expected to experience a compound annual growth rate (CAGR) of 4.38% from 2023 to 2028. The increasing demand for energy-efficient products is a significant driver for the growth of power electronics in various industries⁵⁰.

Cybersecurity

Cybersecurity is becoming an increasingly important issue in today's interconnected world. As more devices become connected to the internet, electrical engineers are tasked with designing secure

and reliable systems that can withstand cyber attacks. For example, during the period of 2018-2019, 53% of survey participants indicates a significant shortage of such skills within their organisations⁵¹. From designing secure communication systems to developing encryption algorithms, cybersecurity will continue to be a critical area of focus for electrical engineers.

Quantum Computing

Quantum computing is an emerging technology that has the potential to revolutionise the way we process information. Electrical engineers are developing and optimising quantum computers, which can perform calculations that are impossible for classical computers. With the potential to significantly speed up calculations and solve complex problems, quantum computing is an exciting area of research for electrical engineers. Quantum engineers are in extremely high demand – multitude of technology companies including Google, IBM, Microsoft, Intel, and Amazon are significantly broadening their efforts in quantum technologies and actively recruiting quantum engineers on a global scale⁵².

Biomedical Engineering

Biomedical engineering is a rapidly growing field that involves the application of engineering principles to the design and development of medical devices and technologies – including everything from diagnostic tools to implantable devices. Between 2014 and 2024, the field of biomedical engineering is expected to witness an impressive growth rate of 23 percent, which is more than three times faster than the average growth rate of other professions⁵³. With an ageing population and an increasing demand for personalised medicine, biomedical engineering will continue to be a critical area of focus for electrical engineers.

Augmented Reality

Augmented reality is an emerging technology that overlays digital information onto the real world. Electrical engineers are tasked with designing and optimising the hardware and software systems that enable augmented reality experiences. AR offers powerful applications in electrical engineering such as visualisation, simulation, training, education, and maintenance. It enables engineers to create digital representations of electrical systems for testing and validation, revolutionises education by providing interactive learning experiences, and streamlines maintenance and repair processes by providing real-time data for informed decision-making, ultimately reducing downtime and costs⁵⁴.

EMERGING PROFESSIONAL ROLES AND JOB POSITIONS

The world of work is evolving rapidly, and so are the job roles within various sectors. Here's a look at some emerging professional roles in the area of electrical engineering:

- 1 Power Systems Engineer**
Develops and implements systems that generate and distribute electrical power.
- 2 Renewable Energy Engineer**
Specialises in creating, implementing, and improving renewable energy systems.
- 3 Electrical Design Engineer**
Designs and develops electrical systems for various applications
- 4 Robotics Engineer**
Designs and tests robots, robotic components, and their software systems.
- 5 Biomedical engineers**
The brains behind the design and development of critical healthcare technologies, which include devices, computer systems, and healthcare-related software.
- 6 Computer hardware engineers**
Integral to the world of technology - engages in research, design, development, and testing of vital computer systems and components.

In conclusion, the field of electrical engineering is evolving rapidly, and it is imperative for students to stay abreast of the latest trends in this field. Renewable energy, AI, electric and autonomous vehicles, IoT, 5G wireless networks and other trends are shaping the future of work for electrical engineers. By staying informed about these trends, students can prepare themselves for a successful career in electrical engineering.



TRENDS IN MECHANICAL ENGINEERING

Mechanical engineering is a field that is constantly evolving, with new technologies and innovations emerging every year. As a student preparing for future work, it's important to be aware of the latest trends in the field in order to stay ahead of the curve. In this article, we delve into ten trends within mechanical engineering that are currently sculpting the industry's future trajectory.

Additive Manufacturing

Additive manufacturing, also known as 3D printing, is a process of creating physical objects by depositing material layer by layer. This technology has revolutionised the manufacturing industry by allowing for the production of complex parts with minimal waste. The industry's value is projected to reach \$44.03 billion by 2027, showing significant growth from \$16.83 billion in the current year. This translates to an impressive annual growth rate of 21% between 2021 and 2027.⁵⁵ In the future, additive manufacturing is expected to become even more widespread and versatile, with applications in fields ranging from aerospace to healthcare..

Automation and Robotics

Automation and robotics have been a major trend in mechanical engineering for many years, but their importance is only growing. As technology advances, robots are becoming more sophisticated and capable of performing a wider range of tasks. In addition, automation is becoming increasingly important for manufacturing processes, as it allows for greater efficiency and accuracy. Across industries worldwide, companies are making substantial investments in robotics and automation – according to the 2022 McKinsey Global Industrial Robotics Survey, many organisations plan to allocate 25 percent of their capital spending towards automated systems in the next five years⁵⁶.

Sustainable Design

As concerns about climate change and environmental sustainability continue to grow, sustainable design is becoming an increasingly important trend in mechanical engineering. Engineers are working to develop new materials and processes that are more environmentally friendly, as well as designing products that are more energy-efficient and have a smaller carbon footprint. Manufacturers should prioritise sustainable engineering for multiple reasons such as reducing CO2 emissions, enhancing operational efficiency by minimising energy and materials consumption, optimising financial performance through recyclability and reuse, improving company culture and customer satisfaction, gaining a competitive advantage, strengthening the brand, and complying with stringent environmental regulations⁵⁷. To put sustainable design into practice creates a vast amount of opportunities for mechanical engineers.

Biomechanics

Biomechanics is the study of the mechanical properties of biological systems, including the human body. This field has applications in areas such as sports science, medical research, and robotics. As technology advances, engineers are developing new ways to model and simulate biological systems, which can lead to new insights into how the human body works and how to design better prosthetics and medical devices. Biomechanical engineering finds diverse applications in various fields – encompassing the development of rehabilitation therapies, designing prosthetics and implants, creating medical devices, advancing biotechnology processes, conducting safety assessments for mechanical systems, investigating industrial accidents, providing expert testimony in legal cases, and more. Biomechanical engineers continuously adapt to the evolving knowledge and advancements within the field, as its applications are subject to constant change⁵⁸.



Renewable Energy

The need for sustainable and renewable sources of energy is becoming more pressing, and mechanical engineers are at the forefront of developing new technologies and solutions. Renewable energy sources, such as wind, solar, and hydroelectric power, are becoming increasingly important as the world seeks to reduce its reliance on fossil fuels. Mechanical engineers are working to develop new technologies that can improve the efficiency and cost-effectiveness of renewable energy sources, as well as integrating these sources into existing energy systems. The International Energy Agency's Electricity Market Report of 2023 states that renewable energy sources like solar and wind power, along with nuclear energy, are projected to satisfy over 90% of the anticipated rise in global energy demand by 2025, on average⁶⁴.

Pokročilé materiály

Advanced materials, such as composites, nanomaterials, and smart materials, are revolutionising the industry and enabling engineers to design more efficient and innovative products. Advanced materials provide significant advancements across diverse industries such as aerospace, transportation, construction, and healthcare. These materials enable improved recycling processes, reducing carbon emissions and energy requirements. Additionally, they help mitigate the reliance on scarce raw materials within Europe, thereby promoting sustainable practices and resource efficiency⁶⁰.

Digital Twin

Digital twin technology is a virtual replica of a physical product or system, and it allows engineers to simulate and test designs before they are built. This technology is becoming increasingly important in mechanical engineering, as it allows engineers to identify and address potential problems early in the design process, which can save time and money. Additionally, digital twin technology can be used to monitor and optimise the performance of products and systems in real-time. The digital twin market is estimated to reach a value of \$35.8 billion by 2025, exhibiting significant growth compared to its worth of \$3.8 billion in 2019⁶¹.

Human-Robot Cooperation

Collaboration between humans and robots is becoming more common in manufacturing and other industries, as robots become more sophisticated and capable of performing a wider range of tasks. Human-robot cooperation allows for greater efficiency and flexibility in manufacturing processes, as well as improved safety for workers. The robotics industry is expected to create around 12 million jobs by 2025⁶². Hence, human-robot cooperation is expected to become even more widespread and advanced.

Intelligent Sensors

Industry 4.0 (also known as the Fourth Industrial Revolution) is envisioned as a connection between the physical and digital realms, achieved through the integration of intelligent sensors and the Internet of Things (IoT)⁶³. Intelligent sensors are becoming increasingly important in mechanical engineering, as they allow for real-time monitoring and analysis of products and systems. These sensors can detect changes in temperature, pressure, and other variables, which can help engineers to identify potential problems and optimise performance. Additionally, intelligent sensors can be used to improve safety and reduce maintenance costs, as they can detect and alert users to potential hazards or maintenance needs.

Materials Science

Materials engineering is a discipline that focuses on utilising knowledge to improve existing products and enhance the overall quality of items. It plays a pivotal role in driving innovation across various sectors, including aerospace and medicine, by combining materials science and engineering principles. By leveraging this field, advancements are made in research and industry to create superior and more efficient solutions⁵⁹. Advances in materials science have led to the development of stronger, lighter, and more durable materials.

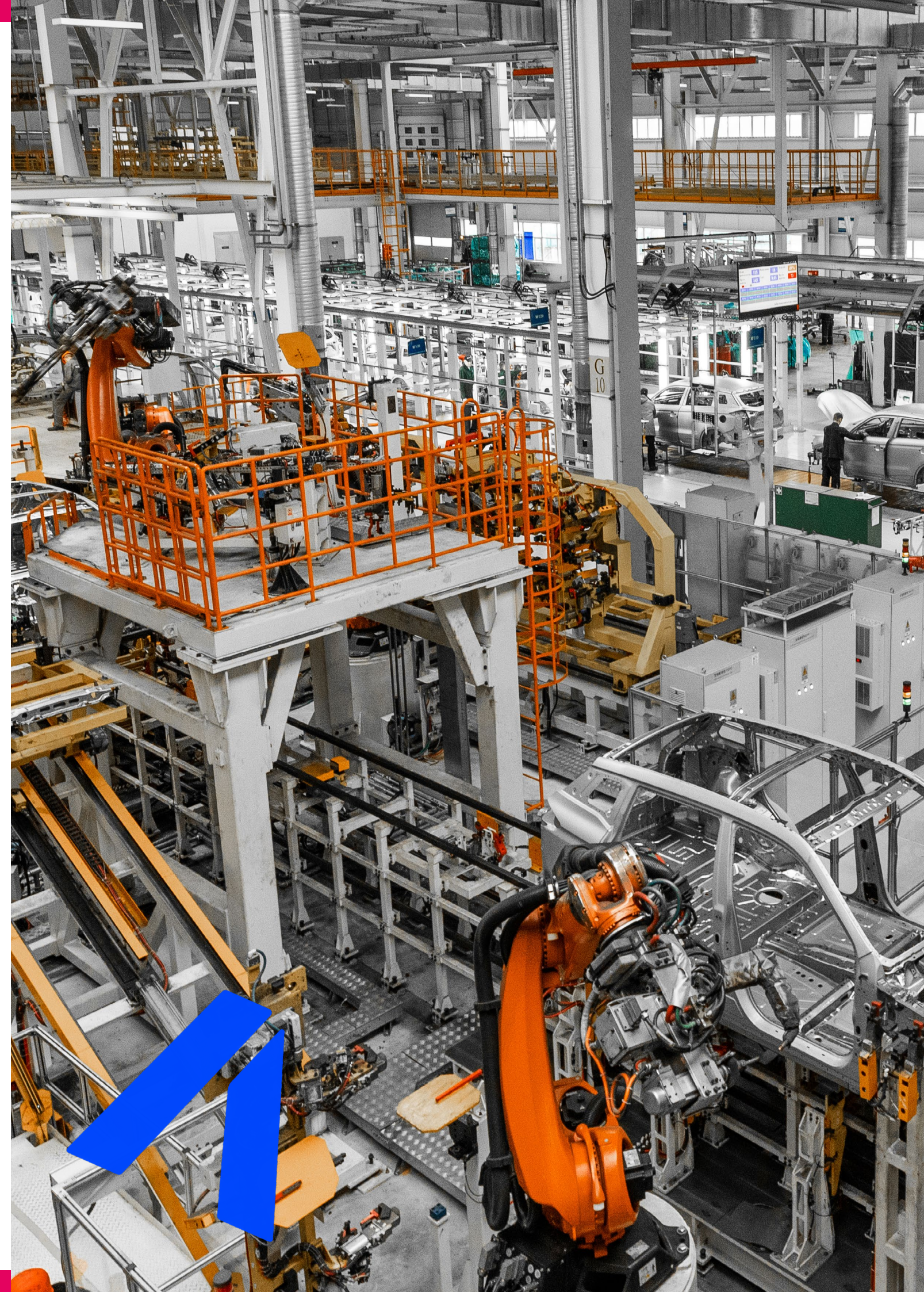


EMERGING PROFESSIONAL ROLES AND JOB POSITIONS

The world of work is evolving rapidly, and so are the job roles within various sectors. Here's a look at some emerging professional roles in the area of mechanical engineering:

- 1 Biomechanical Engineer**
Combines mechanical engineering principles with biology to improve healthcare.
- 2 Automotive Engineer**
Prepares design specifications, researches, develops, and produces new vehicles or vehicle subsystems, utilises computerised models to determine vehicle behaviour and efficiency, and investigates instances of product failure.
- 3 Instrumentation Engineer**
Reviews client's technical documentation and requirements, controls documents produced by subcontracted discipline engineering, and defines engineering requirements.
- 4 Mechatronics Engineer**
Integrates mechanical engineering with electronics and intelligent computer control in the design and manufacture of products and processes.
- 5 Aerospace Engineer**
Testing aircraft, rockets, and spacecraft to identify and rectify potential issues, ensuring compliance with quality, safety, and functionality requirements.
- 6 Nanotechnology Engineer**
Works with materials and devices on a nanoscale.
- 7 Additive Manufacturing Engineer**
Specialises in 3D printing technologies.

In conclusion, the domain of mechanical engineering is one that ceaselessly advances, with the trends examined in this article representing just a few of the intriguing developments unfolding in the sector. As a student preparing oneself for future professional endeavours, it's critical to stay conversant with the newest trends and technologies within the discipline. This awareness will equip you to tackle and leverage the forthcoming challenges and opportunities with proficiency and confidence.



TRENDS IN CIVIL ENGINEERING

The construction industry is constantly evolving, with new technologies, materials, and methods being introduced all the time. As a student preparing for a career in construction, it's important to stay informed about the latest trends in the industry. In this article, we'll explore ten trends in construction that are shaping the future of the industry and preparing professionals to tackle the challenges of tomorrow. Let's dive in and discover what each of these trends entails and how they are influencing the construction industry.

Sustainability

As climate change has unquestionably become the biggest global risk, sustainability is becoming an increasingly important consideration in the construction industry. From using environmentally friendly materials to implementing energy-efficient design features, builders are taking steps to minimise the environmental impact of construction projects. The construction industry is accountable for 37% of the total CO2 emissions related to global energy consumption, with 69% of these emissions originating from the operation and utilisation of existing buildings. While there is an encouraging movement towards sustainable construction practices, the sector must further advance in tackling challenges such as global warming, biodiversity loss, ecosystem collapse, and water scarcity⁶⁵. As a result, sustainability is becoming an essential consideration for construction professionals and a trend that is likely to continue to grow in the future.

New and Smart Technology

Advances in technology are changing the way that construction projects are designed, planned, and executed. From using drones to survey construction sites to using virtual reality to visualise designs, technology is revolutionising the construction industry. In addition, Building Information Mod-

elling (BIM) software is becoming an increasingly popular tool for managing construction projects and ensuring that all stakeholders have access to the same information. Simply put, technology in construction gets smart⁶⁶.

Modular Construction

Modular construction is a method of building in which individual modules are prefabricated in a factory and then assembled on site. This approach can save time and money, as well as minimise waste and improve quality control. In addition, modular construction can be more sustainable than traditional building methods, as it can reduce the amount of materials needed for construction. By relocating around 80% of building construction activities away from the actual site, there is a notable reduction in site disturbances, vehicular congestion, and enhancement in safety and security measures⁶⁷.

Safety

Safety is an essential consideration in the construction industry, as it can be a dangerous and high-risk profession. In recent years, there has been a growing focus on improving safety in construction, with new regulations, standards, and technologies being introduced to minimise the risk of accidents and injuries. From using wearable technology to monitor workers' health and safety to implementing strict safety protocols and training programs, safety is becoming an increasingly important trend in the construction industry. Promising safety innovations take form of wearable technology and include devices that monitor vital signs (heart rate, respiration rate, and skin temperature), sensors that detect hazardous gases and temperatures, GPS and location-tracking technology for worker monitoring, and alarms capable of instantly delivering emergency information or evacuation orders to individuals⁶⁸.



Interdisciplinary Collaboration

Interdisciplinary collaboration is becoming an essential consideration in the construction industry, as it can improve efficiency, reduce costs, and minimise delays. The formation of an interdisciplinary team in construction projects fosters diverse perspectives, aligns project goals, boosts individual productivity, reveals challenges across different units, and enables participants from varied backgrounds to exchange knowledge, effectively communicate, resolve conflicts, and bring forth their unique values, attitudes, and goals⁶⁹. From using collaborative software platforms to facilitate communication between stakeholders to implementing integrated project delivery methods, collaboration is becoming an increasingly important trend in the construction industry.

Building Information Modelling (BIM)

Building Information modelling (BIM) is a digital representation of a building's physical and functional characteristics. It is a process that involves the creation and management of digital models of a building, and it is becoming an increasingly popular trend in the construction industry. BIM can help to reduce errors, improve collaboration, and enhance efficiency in the construction process. With the use of BIM, construction professionals can better visualise the building and its components, and make informed decisions about the design and construction of the building. In 2023, the worldwide market for building information modelling had a value of USD 7.9 billion. By 2028, this figure is predicted to climb to USD 15.0 billion, indicating a compound annual growth rate of 13.7% over the forecast period⁷⁰.

Augmented Reality

Augmented reality (AR) is a technology that overlays digital information onto the real world. In the construction industry, AR can be used to visualise building designs, inspect construction sites, and plan and coordinate building projects. By using AR, construction professionals can better understand the building's components and how they

fit together, which can help to reduce errors and improve collaboration. With the use of AR, construction professionals can also better visualise how the building will look and function, making it easier to communicate with clients and stakeholders. AR can greatly benefit the construction industry by allowing visualisation of the final result before completion, simplifying planning, preventing errors, and reducing expenses⁷¹.

Prefabrication

With the use of prefabrication, construction professionals can build components off-site and transport them to the construction site when they are ready to be installed. This process can help to reduce waste, improve quality control, and increase efficiency in the construction process. This can further help to reduce the amount of time spent on-site, and can help to minimise disruption to the surrounding area. Recent modular projects have demonstrated a consistent track record of expediting project timelines by 50 percent, showcasing their effectiveness in achieving significant time savings⁷². For example, AC Marriott New York NoMad, world's tallest modular hotel was estimated to cost only USD \$70 million, a substantial reduction compared to the usual cost of over USD \$100 million for similar structures built using traditional construction method⁷³. The design of the hotel utilises premade hotel room units that are fully assembled before they are brought to the hotel location, where they are then individually hoisted into position using a crane.⁷⁴



Drones

Drones are becoming an increasingly popular tool in the construction industry. They can be used to survey construction sites, inspect buildings, and monitor construction progress. With the use of drones, construction professionals can better visualise the construction site, and identify potential problems before they occur. Drones can also be used to monitor worker safety and ensure that construction is proceeding according to plan. Drones offer a quicker and safer alternative to conventional land-based surveying techniques in construction projects. They can accomplish survey tasks in 60% to 70% less time and eliminate potential hazards to personnel in challenging terrains. Moreover, drones provide a cost-effective solution compared to deploying a technical inspection team⁷⁵.

Robotics

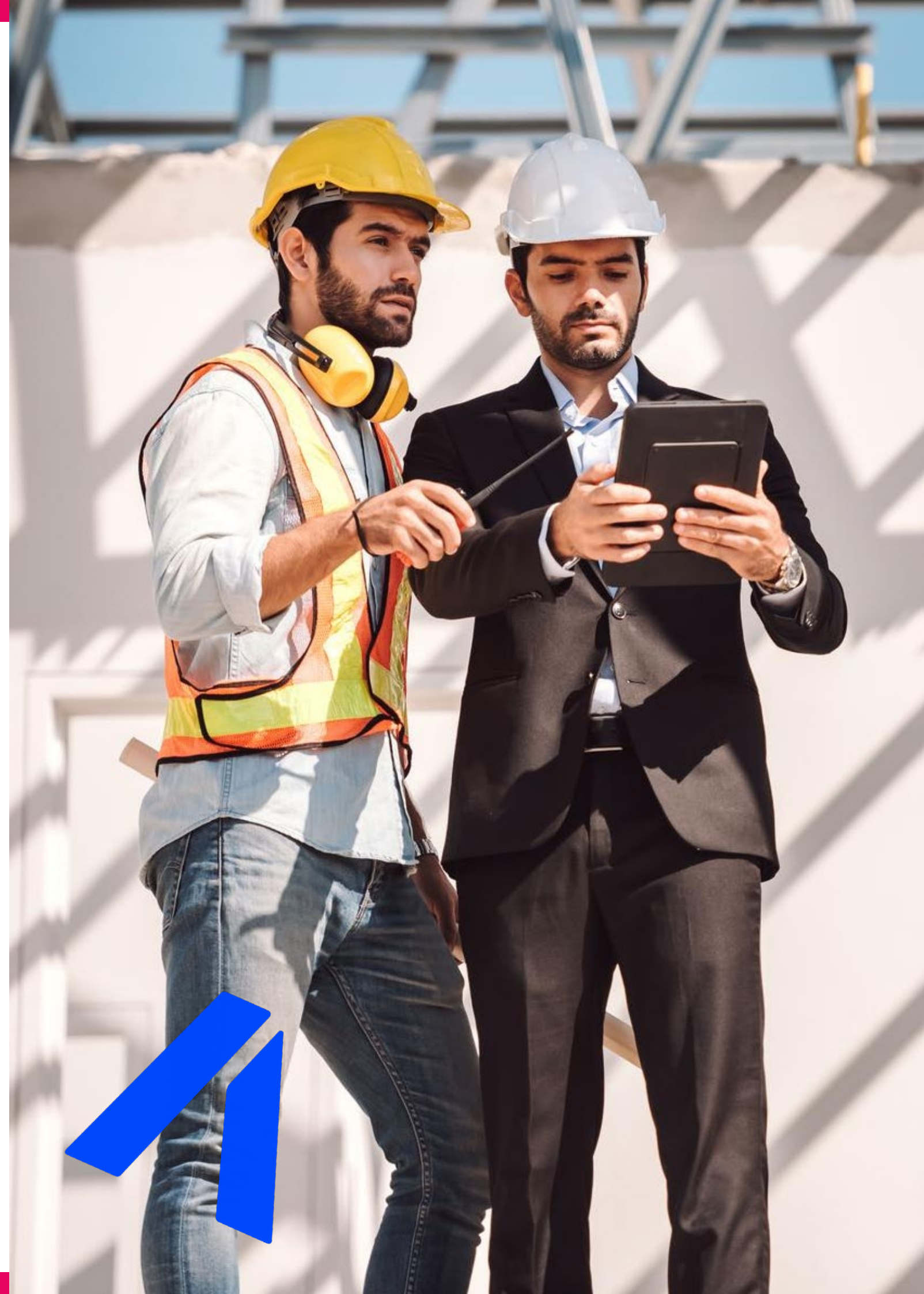
While robotics and advanced automation tools have been widely adopted in various industries to enhance productivity, the construction industry has approached the idea of introducing robots to the jobsite with caution. This hesitation stems from concerns about the initial investment costs and the potential displacement of human workers⁷⁶. However currently, robotics is a technology that is rapidly transforming the construction industry. From autonomous machinery to 3D printing, robotics is changing the way that buildings are designed and constructed. For example, autonomous machinery can be used to transport materials and perform tasks that would otherwise require manual labour. 3D printing can be used to create building components, reducing the amount of time and materials required for construction.

EMERGING PROFESSIONAL ROLES AND JOB POSITIONS

The world of work is evolving rapidly, and so are the job roles within various sectors. Here's a look at some emerging professional roles in the area of civil engineering:

- 1 Green Building Engineer**
Specialises in designing and constructing environmentally sustainable buildings.
- 2 Project Manager**
Integrates new technologies into construction processes
- 3 Solar Photovoltaic Installer**
This role involves setting up and maintaining solar panels to produce electricity and warm water for homes, offices, or other structures.
- 4 BIM (Building Information Modelling) Engineer**
Uses BIM software to streamline the planning, designing, constructing, and managing of buildings and infrastructure.
- 5 Modular Construction Manager**
Oversees projects that involve building with prefabricated modules (producing standardised components of a structure in an off-site factory, then assembling them on-site).
- 6 Construction Technologist**
Integrates new technologies into construction processes
- 7 Civil Engineers**
Assesses building materials, scrutinises project data, manages soil testing, and offers cost projections for projects. Given the diverse nature of their work, many specialise in areas like transportation, structural, or construction engineering.

To summarise, the construction sector is in a state of constant evolution, as fresh trends and technologies continuously surface. By staying informed about the latest trends, students preparing for future work in the construction industry can position themselves for success and help to shape the future of the industry. Whether it's a focus on sustainability, the application of technology, the adoption of modular construction, the emphasis on safety, or the nurturing of collaboration, construction professionals are poised to make a profound impact on the industry. Your contributions can lead to the successful delivery of projects that meet and exceed the expectations of clients and stakeholders alike.



TRENDS IN HEALTHCARE

The healthcare sector remains in a state of constant flux, continually shaped by new innovations and discoveries. As prospective healthcare professionals, it is important to maintain familiarity with the most recent trends within the field. Here are ten trends in healthcare that students should be aware of as they prepare for their future careers.

Telemedicine

Telemedicine is the practice of providing healthcare services remotely using technology such as video conferencing, remote monitoring, and mobile apps. The COVID-19 pandemic has accelerated the adoption of telemedicine, as it enables patients to receive care from the comfort of their homes and reduces the risk of exposure to infectious diseases. Telemedicine is also useful for providing care to patients in rural or remote areas where healthcare access may be limited. In 2022, the worldwide market for telemedicine was estimated to be worth USD 87.41 billion. It is anticipated to increase from USD 94.44 billion in 2023 to USD 286.22 billion by 2030, reflecting a compound annual growth rate of 17.2% during the predicted period. There has been remarkable expansion in the telemedicine field in the last few years⁷⁷.

Personalised Medicine

Personalised medicine is an approach that tailors medical treatment to an individual's unique genetic, environmental, and lifestyle factors. Advances in genomics and data analytics have made it possible to analyse a patient's genetic makeup and identify targeted treatments that are most effective for that individual. Personalised medicine, tailored to individual genetics, is surpassing traditional medicine's limitations. It enables a shift from reactive to preventive healthcare and predicts disease susceptibility⁷⁸. Personalised medicine has the potential to improve patient outcomes and reduce healthcare costs by minimising the use of trial-and-error treatments.

Artificial Intelligence

Artificial intelligence (AI) is a rapidly growing field that has the potential to transform healthcare. AI can be used to analyse large amounts of medical data and identify patterns and trends that are not visible to the human eye. This can help healthcare professionals make more accurate diagnoses, develop more effective treatment plans, and identify patients who are at high risk for developing certain conditions. AI can also be used to automate routine tasks, such as data entry and appointment scheduling, freeing up healthcare professionals to focus on more complex tasks. Since AI has the capability to discern significant patterns within unprocessed data, it can aid in diagnostic processes, treatment strategies, and predictive results in numerous healthcare scenarios⁷⁹.

Digital Health

Digital health refers to the use of technology to improve healthcare delivery and outcomes. This includes mobile health apps, wearable devices, and remote monitoring tools. Digital health has the potential to improve patient engagement, enhance clinical decision-making, and reduce healthcare costs. As per the FDA's perspective, digital health technologies play a crucial role in aiding healthcare providers to enhance their operations by minimising inefficiencies, enhancing accessibility, cutting down expenses, and elevating the overall quality of healthcare services⁸⁰. For example, wearable devices can be used to monitor patients' vital signs and alert healthcare professionals to potential issues before they become serious.

Value-Based Care

Value-based care is an approach that focuses on delivering high-quality care while minimising costs. Rather than paying for each individual service provided, value-based care emphasises outcomes and pays providers based on their ability to achieve certain metrics, such as reducing hospital readmissions or improving patient satisfaction. This approach incentivizes healthcare providers to focus on delivering high-quality care that



is tailored to the needs of each patient. Research on value-based care programs indicates that they have the potential to lower healthcare costs and enhance the quality of patient care⁸¹.

Health Equity

Health equity is the concept of ensuring that everyone has an equal opportunity to achieve good health, regardless of their race, ethnicity, gender, or socioeconomic status. Achieving health equity requires addressing the social determinants of health, such as access to healthcare, healthy food, and safe housing. According to the World Health Organization, achieving equity requires a strong foundation of knowledge, monitoring, and analysis. A crucial aspect is the incorporation of health inequality monitoring into a country's health information system⁸². Healthcare professionals play a critical role in promoting health equity by providing culturally competent care and advocating for policies that address health disparities.

Population Health Management

Population Health Management (PHM) is an approach that focuses on improving the health outcomes of entire populations, rather than just individual patients. This approach involves identi-

fying health trends and risk factors within a population and implementing interventions to address those issues. Population health management can be used to improve the health of communities, reduce healthcare costs, and improve the quality of care. PHM brings together clinical care, healthcare economics, and outcomes assessment to foster better collaboration among providers, patients, and insurers. It enables the aggregation, exchange, and analysis of patient data, facilitating coordinated care and the promotion of wellness through evidence-based decision support in clinical practices⁸³.

Mental Health

Mental health is an increasingly important area of focus in healthcare. Mental health conditions, such as depression and anxiety, are common and can have a significant impact on an individual's overall health and well-being. For instance, depression elevates the risk of various physical health issues, especially chronic conditions such as diabetes, heart disease, and stroke⁸⁴. As future healthcare professionals, it is important to understand the prevalence of mental health conditions, the various treatment options available, and how to provide compassionate and effective care to patients with mental health conditions.

Interoperability

Interoperability refers to the ability of different healthcare systems and technologies to communicate and exchange data with one another. Interoperability is essential for providing coordinated, patient-centred care, as it enables healthcare professionals to access and share relevant patient information across different settings. Recently surveyed by Google Cloud and Fierce Healthcare, industry leaders reveal that data interoperability is now considered a top priority or one of the highest priorities for three out of four healthcare executives.⁸⁵ As healthcare technology continues to advance, interoperability will become increasingly important.

Precision Medicine

Precision medicine is an approach that uses genetic and other data to tailor medical treatment to an individual's unique characteristics. Precision medicine has the potential to improve patient outcomes by identifying the most effective treatments for each individual patient. Simply, precision medicine is a medical approach that customises treatments to specific patients who are likely to experience the most favourable outcomes, as opposed to the conventional „one size fits all“ method of prevention and care⁸⁶. Precision medicine is still a relatively new field, but it is growing rapidly, and healthcare professionals who are familiar with precision medicine will be better positioned to provide high-quality, personalised care.

EMERGING PROFESSIONAL ROLES AND JOB POSITIONS

The world of work is evolving rapidly, and so are the job roles within various sectors. Here's a look at some emerging professional roles in the area of healthcare:

- 1 Telemedicine Physician/Nurse**
Provides health care services remotely via telecommunications technology.
- 2 Health Informatics Specialist**
Manages health information through the use of technology and data.
- 3 Geriatric Nurse Practitioner**
Specialises in caring for the elderly, a fast-growing population segment.
- 4 Genetic Counsellor**
Provides information and advice about genetic disorders and diseases.
- 5 Home health and personal care aide**
Provides supportive care to patients in their homes.
- 6 Dietitian**
Dietitians assist their clients in enhancing their health by devising personalised dietary plans and providing up-to-date nutritional advice.
- 7 Mental Health Technician**
Works in tandem with psychiatrists, social workers, and mental health counsellors to devise treatment strategies, administer prescribed drugs, and provide guidance to patients.

To conclude, it is crucial for students, who are preparing to make their foray into the healthcare sector, to be well-versed with the most recent advancements and trends. Noteworthy trends such as telemedicine, personalised healthcare, artificial intelligence in diagnostics, the rise of digital health, and the shift towards value-based care, have considerable potential to revolutionise the way healthcare is delivered and elevate patient outcomes. By being informed of these emerging trends, healthcare professionals can position themselves to adapt to changing patient needs and consistently deliver superior standards of care.



TRENDS IN FINANCE

As the finance industry continues to evolve, students preparing for their future careers must stay up-to-date with the latest trends to succeed. Here are ten important trends in finance that all students should be aware of.

Fintech

Fintech, short for financial technology, refers to the use of technology to improve financial services. Fintech is disrupting traditional banking and finance by providing innovative solutions such as mobile payments, online lending, and robo-advising. Fintech plays a vital role in driving economic development by enabling the adoption of innovative digital technologies and methods. It has significantly enhanced transaction convenience and digital data collection, leading to a surge in employment opportunities⁸⁷. Students interested in fintech should consider pursuing careers in areas such as software development, data analytics, and cybersecurity.

Blockchain

Blockchain is a decentralised digital ledger technology that is used to record transactions securely and transparently. It has the potential to transform finance by enabling faster, cheaper, and more secure transactions. It was estimated that in 2021, the worldwide expenditure on blockchain solutions reached 6.6 billion dollars. Projections indicate a continued growth trend in spending on blockchain solutions in the following years, with estimates reaching nearly 19 billion U.S. dollars by 2024⁸⁸.

Umělá inteligence

Artificial intelligence (AI) refers to the use of machines to perform tasks that normally require human intelligence, such as speech recognition, decision-making, and natural language processing. AI has significant applications in various areas, including fraud detection, customer service, algorithmic trading, risk management, portfolio man-

agement, credit scoring, personalised financial advice, insurance underwriting, and regulatory compliance⁸⁹.

Sustainable Investing

Sustainable investing, also known as socially responsible investing or impact investing, refers to the practice of investing in companies that are committed to environmental, social, and governance (ESG) principles. This trend is driven by the growing awareness of climate change and social responsibility among investors. Students who want to work in sustainable investing should consider studying finance, economics, or environmental studies. With the increase in the introduction of purportedly 'sustainable' products, the issue of greenwashing becomes a prominent concern. Due to the absence of a universal standard for regulating ESG investing, the primary focus remains on finding effective methods for investors and regulators to assess the credibility and quality of ESG investments⁹⁰.

Open Banking

Open banking is a concept that allows third-party providers to access financial information. This trend is aimed at increasing competition and innovation in financial services by enabling consumers to share their financial data with third-party providers. Based on a recent study conducted by Polaris Market Research, open banking is projected to achieve a value of \$128.12 billion by 2030. Furthermore, Finastra's „Financial Services: State of the Nation Survey 2022“ indicated that 56% of surveyed U.S. citizens now consider open banking a „must-have,“ reflecting an increase from 45% in 2021⁹¹.

Digital Currencies

Digital currencies, such as Bitcoin and Ethereum, have gained increasing popularity in recent years. They offer an alternative to traditional currencies and provide a new way to transfer and store value. Digital currency enables faster payments compared to traditional methods, which can take days



for financial institutions to confirm transactions. It also offers cheaper international transfers and 24/7 access, benefiting the unbanked and underbanked by providing more efficient government payments without extra charge⁹². As more companies and individuals adopt digital currencies, students should be prepared to understand their implications for traditional financial systems and the potential risks and benefits of investing in them.

Robo-Advisors

Robo-advisors are automated investment platforms that use algorithms to provide financial advice and manage investment portfolios. They offer a lower cost alternative to traditional financial advisors and are gaining popularity among consumers. Students should be prepared to understand how robo-advisors work, how they differ from traditional advisors, and how they may impact the financial advisory industry. Robo-advisors offer

customers benefits such as lower fees compared to traditional financial advisors, lower initial capital requirements, avoidance of human error and bias, and automatic portfolio rebalancing⁹³.

Cybersecurity

Cybersecurity is a critical issue in finance, as financial institutions and consumers are at risk of cyberattacks that could compromise sensitive financial data. Cybercriminals are projected to steal over 33 billion records by 2023, reflecting a significant increase of 175% compared to the figures in 2018. Cybersecurity Ventures predicts that global spending on cybersecurity training will reach \$10 billion by 2027⁹⁴. Students should be prepared to understand the importance of cybersecurity in finance and how it can impact the reputation and financial stability of companies. They should also be familiar with best practices for protecting financial data and mitigating cyber risks.

Big Data

Big data refers to the large amounts of data that are generated and collected in the finance industry. This data can be used to inform business decisions, improve risk management, and personalise financial services. Students should be prepared to understand how big data is collected, analysed, and used in finance, and how it can impact financial decision-making and consumer experiences. Financial institutions are increasingly using big data analytics to stay competitive by executing trades using complex algorithms based on structured and unstructured data. This automation minimi-

ses human emotion and bias, but the challenges of trading with big data analysis persist as the field is relatively new. Nevertheless, as financial services embrace big data and automation, statistical techniques will likely become more sophisticated and accurate ⁹⁵.

Mobile Banking

Mobile banking is becoming increasingly popular as more consumers use their smartphones to manage their finances. According to Statista's forecast, the count of mobile banking users is anticipated to reach 1.75 billion by the year 2024 ⁹⁶.

EMERGING PROFESSIONAL ROLES AND JOB POSITIONS

The world of work is evolving rapidly, and so are the job roles within various sectors. Here's a look at some emerging professional roles in the area of finance

- 1 Fintech Analyst**
Assesses financial technology investments and strategies.
- 2 ESG (Environmental, Social, and Governance) Investment Analyst**
Specialises in evaluating investments based on ESG criteria.
- 3 Cryptocurrency Analyst**
Specialises in digital currency market trends.
- 4 Data Privacy Officer**
Ensures a company's handling of data is in compliance with privacy laws.
- 5 Financial Manager**
Involves orchestrating accounting, investing, banking, insurance, securities, and other financial operations within a specific branch, office, or department of an organisation.
- 6 Personal Financial Advisors**
Evaluates clients' financial status by analysing their assets, liabilities, cash flow, insurance coverage, tax situation, and financial goals.
- 7 Fraud Examiners, Investigators and Analysts**
Fraud detection and prevention activities.

Aspiring to build successful careers in the finance sector, students should consistently stay informed about emerging trends and enhance their skill set accordingly. Whether your career trajectory leads you towards fintech, blockchain, artificial intelligence, sustainable investing, or open banking, students who display a readiness to adapt to changes and welcome innovation are more likely to flourish in the dynamic world of finance.



TRENDS IN TRADE & SERVICES

As the world becomes more interconnected, the way we do business and deliver services is changing. There are several trends that are shaping the future of trade and services. In this blog, we will discuss ten key trends that students preparing for future work should be aware of.

Virtual Services

The rise of virtual services has been one of the most significant trends in recent years. This trend has been driven by advancements in technology and the increasing demand for flexible and remote work options. Virtual services can range from virtual assistant services to online coaching and consultancy. These services allow businesses to operate more efficiently, and they provide individuals with new opportunities to work from anywhere in the world. Virtual assistants offer a cost-effective and efficient alternative to employing a full-time worker. For example, customer service is crucial for brand loyalty, as 96% of consumers consider it important, according to Microsoft. However, it remains a secondary priority for many organisations, leading to negative experiences for potential leads and loyal customers. Employing a virtual assistant to handle customer inquiries can positively impact a company's reputation ⁹⁷.

Sustainability

Sustainability has become a major trend in recent years, and it is increasingly important in trade and services. Consumers are more aware of the impact that their purchasing decisions have on the environment, and they are demanding more sustainable options. Businesses are responding by implementing more sustainable practices, such as using eco-friendly materials, reducing waste, and investing in renewable energy. Sustainability is no longer just a trend, but a necessary part of doing business in the 21st century. As an illustration, 70% of British millennials express their willingness to remain loyal to a company that possesses a strong sustainability strategy ⁹⁸.

Personalisation

Consumers today expect personalised experiences from the businesses they interact with. Personalisation can take many forms, from tailored recommendations to customised products and services. This trend is being driven by advancements in technology, which allow businesses to collect and analyse large amounts of data about their customers. By using this data, businesses can create more targeted marketing campaigns and offer personalised experiences that meet the unique needs and preferences of their customers. Personalised service refers to customising customer experiences based on individual needs and preferences, leading to a sense of value and fostering stronger brand loyalty ⁹⁹. In a world that is increasingly digital and interconnected, companies that can seamlessly integrate personalisation strategies into their service offerings will stand out from the crowd, ensuring that customers feel truly seen, understood, and valued in every interaction.

Mobile Services

Mobile devices are increasingly becoming the primary way that consumers interact with businesses. This trend is being driven by the increasing use of smartphones and tablets, which allow consumers to access services and make purchases on the go. Businesses are responding by creating mobile-friendly websites and developing mobile apps that make it easier for consumers to access their services from anywhere. It is projected that mobile subscriptions will approach approximately 9.4 billion by 2026, exhibiting an average annual growth rate of 2.1% since 2021 ¹⁰⁰.

Health and Wellness

The health and wellness industry has seen significant growth in recent years, and this trend is expected to continue. Consumers are becoming more health-conscious, and they are looking for products and services that support their health and wellness goals. Businesses are responding by developing new products and services that focus on health and wellness, such as fitness apps, healthy



food delivery services, and wellness coaching. The global wellness market is estimated to reach \$5.59 trillion in 2022 and is projected to reach almost \$7 trillion by 2025, indicating a substantial 25% increase ¹⁰¹. The focus on health has significantly boosted growth in the industry, and this growth is expected to continue in the coming years.

Contactless Payments

One of the most significant trends in the trade and services industry is the adoption of contactless payments. Nearly 9 in 10 card payments are now contactless ¹⁰². This trend has been accelerated by the COVID-19 pandemic, as consumers seek to reduce their risk of exposure to the virus. Contactless payments allow customers to pay for goods and services without physically touching payment terminals or exchanging cash. Businesses that are not offering contactless payment options are likely to fall behind in the coming years.

Subscription-based Services

Another trend that has been gaining momentum in recent years is subscription-based services. These services allow customers to pay a recurring fee for access to products or services on a regular basis. Examples of subscription-based services include streaming services like Netflix, food delivery services like Deliveroo, and beauty

product subscriptions like Birchbox. Subscription-based services have exploded in popularity because they offer consumers convenience, personalised experiences, and cost savings. The subscription economy is expected to experience a compound annual growth rate of 71% from 2023 to 2028, underscoring the significance of this revenue stream ¹⁰³. The subscription market, already on the rise, is projected to reach \$196.35 billion this year and is anticipated to surpass \$900 billion by 2026 ¹⁰⁴.

Collaborative Consumption

Collaborative consumption is another trend that is changing the way we consume goods and services. Collaborative consumption refers to the sharing of goods and services among a community of users. This can include peer-to-peer platforms like Airbnb and Uber, where users share their homes or cars with others for a fee. It can also include co-working spaces, where individuals share office space and resources. Collaborative consumption is driven by the desire for flexibility, cost savings, and a more sustainable way of living. In collaborative consumption businesses, the items are typically more affordable, and another advantage is the option to not only purchase them with money but also trade them for other items, promoting sustainability and extending the useful life of the products ¹⁰⁵.

Social Media Marketing

Social media marketing is also becoming increasingly important in the trade and services industry. Social media platforms like Instagram, X and Facebook provide businesses with a way to reach a large audience with targeted messaging. Social media marketing is also more cost-effective than traditional marketing methods, making it an attractive option for businesses with limited budgets. Students preparing for future work should focus on developing their social media marketing skills to stay competitive in the job market. Social media usage, with 4.62 billion users, accounts for slightly over half of the world's population and constitutes 93.4% of internet-connected individuals¹⁰⁶. This creates immense opportunities

On-demand Services

Finally, on-demand services are another trend that is shaping the trade and services industry. On-demand services allow customers to access products and services quickly and easily. Examples of on-demand services include ride-hailing services like Bolt and food delivery services like UberEats. These services are driven by the desire for convenience and immediate gratification. Businesses that can offer on-demand services are likely to thrive in the coming years. The on-demand labour market is predicted to experience a robust growth rate of 18.5% annually over the next five years¹⁰⁷.



EMERGING PROFESSIONAL ROLES AND JOB POSITIONS

The world of work is evolving rapidly, and so are the job roles within various sectors. Here's a look at some emerging professional roles in the area of trade and services:

- 1 E-Commerce Specialist**
Manages online sales strategies to increase engagement and conversions.
- 2 Drone Delivery Coordinator**
Coordinates delivery routes, maintains drones, and ensures compliance with aviation regulations.
- 3 Supply Chain Analyst**
Tracks inventory, forecasts demand, examines supplier performance, and identifies opportunities for process improvement.
- 4 Home Automation Installer**
Specialises in installing and maintaining smart home systems.
- 5 Sustainability Consultant**
Advises businesses on how to minimise their environmental impact.
- 6 Personalised Customer support**
Despite the growing digitization of customer service, consumers are not ready to sacrifice personal, human interactions for the sake of convenience. The future of customer service lies in more personalised experiences.

As a final note, it's crucial to remember that these trends are not just shaping the current landscape, but they're carving out the path for what's to come. The future will favour those who are agile, adaptable, and forward-thinking. Therefore, students should not only equip themselves with the knowledge of these trends but also foster a mindset that embraces change and innovation. This will be instrumental in driving their future success in an increasingly dynamic and diverse business world.



TRENDS IN MARKETING & MANAGEMENT

As the world continues to evolve, so does the field of marketing and management. With the rise of new technologies and changing consumer behaviours, it's important for students preparing for future work in these fields to be aware of the latest trends. Influenced by emerging technologies and shifting consumer behaviour, these trends are paramount to understand. In this article, we delve into ten significant trends in marketing and management, providing students with essential insights for your career preparation.

Personalisation

Personalisation has become a key component of successful marketing and management strategies. Consumers want to feel like they are being heard and understood, and personalisation allows for a more tailored approach. Whether it's personalised product recommendations or customised email marketing campaigns, businesses that prioritise personalisation are more likely to establish strong customer relationships. For example, Netflix employs personalization algorithms that automatically suggest movies to users based on their past viewing history or high ratings, resulting in a significant 60% increase in conversion rates¹⁰⁸.

Purpose-Driven Marketing

Consumers are increasingly interested in supporting brands that align with their values. Purpose-driven marketing, which focuses on promoting a brand's social and environmental impact, has become a popular way for companies to build a loyal customer base. As an example, Patagonia is a brand that prioritises the environment in its business model, allocating 1% of sales to support environmental causes and advocating for sustainable practices across its supply chain¹⁰⁹. With constant development and an innovative approach to business, Patagonia has grown into a behemoth in retail and a proponent for sustainable business methods, loved by many¹¹⁰.

Automation

Automation has transformed the way businesses operate, from lead generation to customer service. By automating repetitive tasks, companies can free up time and resources to focus on more strategic initiatives. By implementing marketing automation, businesses can boost sales leads by 50% and reduce the cost per lead by 33%¹¹¹. For students preparing for future work in marketing and management, understanding how to leverage automation tools such as chatbots, marketing automation software, and AI-powered analytics will be essential.

Remote Work

The COVID-19 pandemic has accelerated the trend towards remote work. Even after the pandemic is over, many companies are expected to continue offering remote work options. This means that students preparing for future work in marketing and management will need to be comfortable with virtual collaboration tools and remote communication. Moreover, it was found that working remotely in the marketing field results in 90% of employees being more productive¹¹². This could potentially prompt many organisations to offer full-time remote work opportunities.

Sustainability

Sustainability has become a key consideration for consumers, and businesses are taking notice. Whether it's using eco-friendly materials or implementing sustainable supply chain practices, companies that prioritise sustainability are more likely to resonate with environmentally conscious consumers. Sustainable marketing generates awareness about environmental and social concerns on a larger scale. At the business level, this approach enhances brand loyalty and boosts worker engagement. By adopting sustainable marketing practices, organisations can make a positive impact on both the world and their businesses simultaneously¹¹³.



Influencer Marketing

Influencer marketing is a type of marketing that focuses on using social media influencers to promote products or services. It has become increasingly popular in recent years, with many companies recognising the power of social media influencers in reaching new audiences. By partnering with influencers who have large followings, companies can tap into their audiences and gain exposure to potential customers they may not have reached through traditional marketing channels. It was found that 72% of Gen Z and Millennials follow influencers on social media. Among Millennials, 50% place their trust in product recommendations from influencers, while only 38% trust product recommendations from celebrities¹¹⁴. This underlines the considerable influence exerted on the market, particularly in the trade and services industry.

Customer Experience

Customer experience refers to the overall experience a customer has with a company, from the moment they first encounter the brand to the point of purchase and beyond. As consumers become more discerning and demand more personalised experiences, companies are putting greater emphasis on providing exceptional cus-

tommer experiences. This involves investing in customer service training, adopting new technologies to improve the customer journey, and engaging with customers on social media and other channels. According to The Temkin Group, companies with an annual revenue of \$1 billion can anticipate an average additional earning of \$700 million within three years after investing in customer experience¹¹⁵. As an illustration, customers are willing to pay a price premium of up to 13% (and potentially as high as 18%) for luxury and indulgence services, solely based on the exceptional customer experience they receive¹¹⁶.

Digital Transformation

Digital transformation refers to the process of integrating digital technology into all aspects of a business. This can include everything from using digital tools to streamline business processes to creating new digital products or services. As consumers increasingly turn to digital channels to interact with businesses, digital transformation has become essential for companies looking to stay competitive in today's market. Based on Deloitte analysis from 2023, the correct blend of digital transformation initiatives has the potential to unlock up to US \$1.25 trillion in additional market capitalization across all Fortune 500 companies¹¹⁷.

Data Analytics

Data analytics involves using data to gain insights into business operations and make more informed decisions. As the amount of data generated by businesses continues to grow, the ability to analyse and make sense of that data has become increasingly important. Data analytics can help businesses identify patterns and trends, make more accurate forecasts, and gain a deeper understanding of customer behaviour. Studies indicate that chief marketing officers are currently allocating approximately 6.5% of their budget to data analytics ¹¹⁸.



Agile Marketing

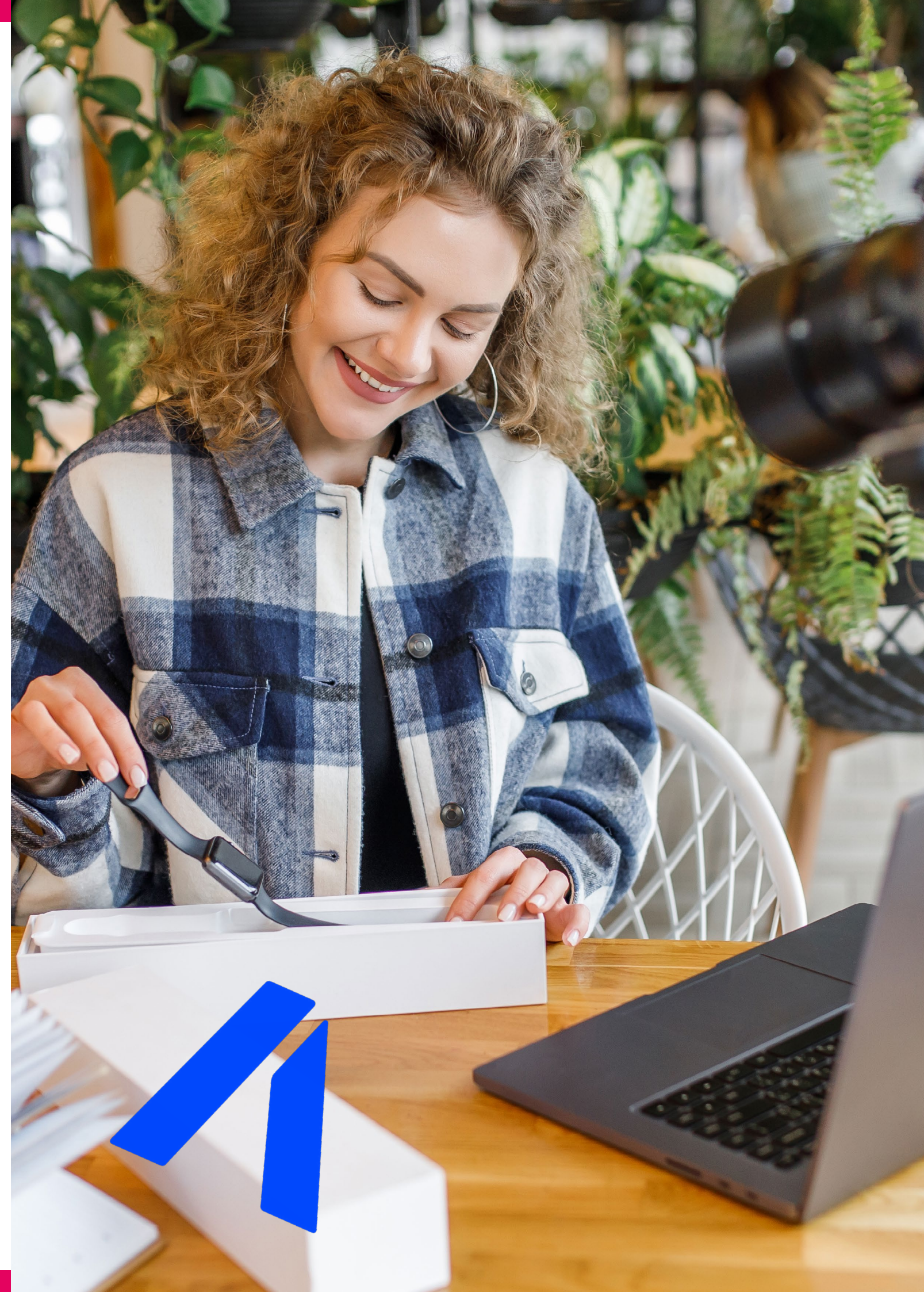
Agile marketing is a flexible approach to marketing that emphasises rapid iteration and experimentation. This approach involves breaking down marketing campaigns into small, manageable pieces that can be tested and refined in real-time. By adopting an agile marketing approach, businesses can respond more quickly to changes in the market, adjust their strategies in real-time, and improve the effectiveness of their marketing campaigns. As per AgileSherpas' 2022 State of Agile Marketing Report, more than 40% of the 513 marketers surveyed reported using agile in their work. Among the remaining 42% who still follow traditional marketing approaches, 91% expressed their intention to adopt an agile framework within the next year ¹¹⁹.

EMERGING PROFESSIONAL ROLES AND JOB POSITIONS

The world of work is evolving rapidly, and so are the job roles within various sectors. Here's a look at some emerging professional roles in the area of marketing and management:

- 1 Social Media Manager**
Manages and strategizes a company's social media channels.
- 2 SEO (Search Engine Optimization) Specialist**
Works to ensure a business's online content can be found and viewed by potential and current customers.
- 3 Chief Experience Officer (CXO)**
Ensures all customer interactions with a company are positive and effective.
- 4 Digital Marketing Analyst**
Uses digital data to gauge market trends and make marketing strategies.
- 5 Brand Marketing**
In the current economic climate, a company's reputation significantly influences consumer behaviour. As per a 2022 Salsify survey of U.S. consumers, almost half (46%) were willing to pay extra for a brand they trusted ¹²⁰.
- 6 Conversion Rate Optimization (CRO) Specialist**
Focuses on generating the maximum number of conversions, where a conversion could be defined as making a sale, acquiring a lead, or gaining a subscriber.
- 7 Chief Happiness Officer**
A makeover of conventional HR positions, with a new focus on areas such as employee experience or health and wellbeing.

In conclusion, the field of marketing and management is constantly evolving, and it's important for students preparing for future work to stay up-to-date with the latest trends. By focusing on personalisation, the promotion of purpose-driven initiatives, embracing automation, adapting to remote work, endorsing sustainability and by many other ways students can foster the necessary skills and acumen to excel in these rapidly evolving sectors.



04

NON-FORMAL EDUCATION AND SKILL DEVELOPMENT

In today's fast-paced, ever-evolving world, continuous learning and skill development are not just optional - they are essential. Employers are increasingly valuing lifelong learning, and employees who continually expand their skill set are more likely to thrive in the modern job market. In addition, non-formal education options such as online courses and bootcamps have emerged as valuable tools to help individuals keep pace with this demand for continuous learning. As highlighted in the previous chapters, many of the job roles and skills in demand today did not exist a few years ago.

„With 1.1 billion jobs likely to be radically transformed by the Fourth Industrial Revolution, supply chain shifts and the energy transition, workers need support on reskilling and upskilling, while the younger generation needs future-ready education.“⁴⁴

- Saadia Zahidi, Managing Director,
World Economic Forum ->

This is due to the acceleration of automation and the changing nature of work, which is rendering many traditional skills obsolete while creating demand for new ones. Thus, continuous learning and skill development have become essential for career sustainability and advancement.

Moreover, continuous learning can also be an immensely satisfying personal endeavour. It can help you stay mentally active, boost your confidence, and give you a sense of accomplishment.

Non-formal education doesn't serve as a substitute for formal education, which remains crucial and foundational to an individual's development. Instead, it enhances it by addressing certain requirements or elements that might be missing in traditional educational systems⁴⁵.

NON-FORMAL EDUCATION: A KEY TOOL FOR CONTINUOUS LEARNING

As the need for continuous learning grows, so does the importance of non-formal education. Many platforms have democratised education, allowing you to learn from the world's leading experts right from your home. Exploit these opportunities.

Unlike traditional education, which often follows a fixed curriculum and timeline, non-formal education is flexible and focused on the learner's needs. Here are some popular non-formal education options:

Online Courses

Websites like Coursera, edX, Udemy, Udacity, Alison and Khan Academy offer courses on a wide range of subjects. You can learn at your own pace and even earn certificates from reputed universities or organisations.

Bootcamps

Bootcamps are intensive, short-term training programs that focus on teaching specific skills. Many coding bootcamps, for instance, have gained popularity for their success in equipping learners with practical coding skills in a matter of weeks.

Webinars and Workshops

These are usually one-off events focusing on a specific topic. They provide the opportunity to learn from industry experts and often offer interactive Q&A sessions

Self-Directed Learning

This includes books, podcasts, TED Talks, and online resources like blogs and YouTube tutorials.



MOOCs (Massive Open Online Courses)

MOOCs allow you to learn from top-class educators from renowned universities worldwide. Platforms like Coursera, edX, FutureLearn, Udacity offer a plethora of subjects.

Microcredentials and Nanodegrees

These are specialised qualifications that focus on a specific skill or set of skills. They are designed to be completed more quickly than a traditional degree and often offer practical, job-focused skills.

Online Coaching or Mentoring

A more personalised approach to learning, this can involve one-on-one sessions with an experienced mentor in your chosen field. It can provide tailored advice, improve your learning curve, and offer professional career guidance.

Internship and Work Experience Programs

These often involve working for a company in a relevant industry, offering hands-on experience and the opportunity to learn directly from professionals. They can provide invaluable insights into your field of interest and often lead to job offers.

Open Source Contributions

For technical fields, contributing to open source projects can be an excellent way to learn. You'll gain practical experience, learn from others in the field, and have the opportunity to work on projects that are used in real-world applications. It's a great way to showcase your skills to potential employers, too.



Apprenticeships

Traditionally associated with trades, apprenticeships are increasingly available in fields like technology and healthcare. They offer a unique opportunity to learn hands-on skills directly in the workplace, often while earning a wage.

Online Communities

Forums and social media groups offer a wealth of collective knowledge. Platforms like Reddit, StackOverflow, and Quora allow you to interact with industry professionals, enthusiasts, and peers, facilitating learning through discussion and sharing of resources.

Virtual Reality (VR) and Augmented Reality (AR) Learning

Cutting-edge technologies like VR and AR are revolutionising the learning experience by offering immersive, interactive education in a wide range of fields, from medical training to language learning. Services like ENGAGE VR, Unimersiv and Google Expeditions are examples of platforms providing such experiences.

Development Programs

These are structured initiatives, often sponsored by businesses or educational institutions, that aim to upskill participants in specific areas. These programs typically complement formal education, offering flexibility as they can be pursued outside of traditional school hours for a balanced learning experience.

Peer-to-Peer Learning Communities

Joining peer-to-peer learning communities or study groups can provide a supportive environment for knowledge sharing and skill improvement. These communities are often facilitated by platforms like Meetup or Slack, where individuals with similar learning interests gather to collaborate, share resources, and provide feedback to each other.

Online Challenges and Competitions

Engaging in online challenges or competitions, like hackathons or coding contests, can push your boundaries and stimulate rapid skill development. Such platforms often provide real-world scenarios that encourage problem-solving, creativity, and collaboration, thus amplifying your practical knowledge and experience. Startup Weekends by Techstars are a great example - they are immersive programs that offer aspiring entrepreneurs a platform to share ideas, form teams, build prototypes, and receive valuable feedback from experienced mentors and peers, all within a single weekend, thereby fostering rapid learning and innovation. They are held in 150+ countries worldwide.

Erasmus+ Programs

Funded by the European Union, Erasmus+ is a program designed to support education, training, youth, and sport in Europe. It provides opportunities for students to study, gain work experience, and participate in training abroad. Moreover, it supports organisations in forming partnerships and fostering innovative practices to promote quality learning and skill development.

It's essential to remember that the goal of continuous learning is not just to accumulate certificates but to gain knowledge and skills that help you adapt to the changing professional landscape.

In this rapidly evolving world, the most successful individuals will be those who view learning as a lifelong journey. As Albert Einstein once said, „Once you stop learning, you start dying.“ So keep learning, keep growing, and keep moving forward on your path to success.



05

**ORGANISATIONS PROMOTING
NON-FORMAL EDUCATION**



JOIN THE WORLD'S LARGEST YOUTH-LEAD ORGANISATION

AIESEC is a community of young people, passionately driven by one cause: peace and fulfilment of humankind's potential. We enable young people to develop their leadership through learning from practical experiences in challenging environments. Such as exchanges, internships, leadership events and conferences.



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BOYS BRIGADE - THE ADVENTURE BEGINS HERE

We are one of the biggest Christian youth organisations, we have faith in young people and provide opportunities to learn, grow and discover. There's something for everyone whether it's camping or kayaking, first aid or five a side, music or crafts.



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UK YOUTH PARLIAMENT - YOUNG PEOPLE MUST BE SEEN AND HEARD

We empower young people to influence and inform the decisions that affect their lives, to get involved in their communities locally, nationally and internationally, making a difference as volunteers, campaigners, decision-makers and leaders.



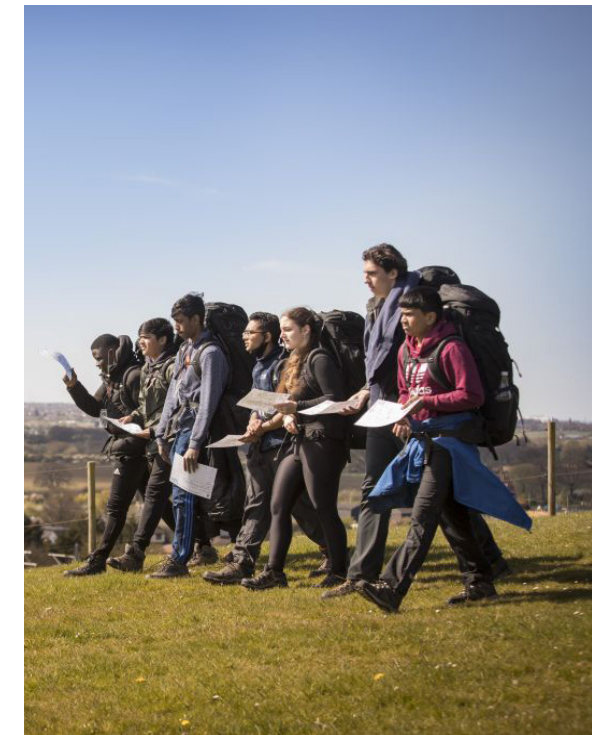
yt @BritishYouthCouncil **X** @bycLIVE
f @British-Youth-Council **●●** British Youth Council

www.byc.org.uk



DOFE - Youth Without Limits

We are here to empower young people; to support them as they learn new skills, overcome obstacles, and build confidence and resilience - the DofE is open to all young people and our participants reflect the most diverse generation.



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f @theDofE **ig** @dofeuk **X** @DofE

www.dofe.org



GIRLGUIDING - JOIN US FOR NONSTOP FUN, LEARNING AND ADVENTURES

Guiding is so much more than an after school club. Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

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NATIONAL CITIZEN SERVICE - GROW YOUR STRENGTHS WITH NCS



NCS is where young people can grow their strengths and become world-ready and work-ready, to build their confidence, resilience, and well being, gather work skills, and become engaged citizens who feel motivated to make a positive difference in society.

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OUTWARD BOUND TRUST - LIFE-CHANGING ADVENTURES START HERE

Leave your comfort zone behind and head to the UK's wildest mountains and landscapes. Our wild adventures inspire young people to believe they can achieve more than they ever thought possible.



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PRINCE'S TRUST - CONFIDENCE. COURSES. CAREERS.

Every young person should have the chance to succeed. A million young people have started something with The Prince's Trust - becoming health workers, sports coaches, youth workers, fashion designers, builders and business owners. **Could you be next?**



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 @princestrust
 @princestrust
 princes-trust.org.uk



Scouts 

**THE SCOUTS -
SKILLS FOR LIFE**

Scouting actively engages and supports young people in their personal development, empowering them to make a positive contribution to society. We act with care, respect, integrity, cooperation, exploring our own and others' beliefs.



UK YOUTH

**UK YOUTH -
THE UK YOUTH
MOVEMENT**

"I believe in equality. I believe we don't need to wait until we are old to make a difference..." UK Youth is a leading charity with influence as an infrastructure body, a direct delivery partner and a campaigner for social change.



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 @scoutassociation  @scouts www.scouts.org.uk

 @uk-youth  @UKYouth
 @UKYouth  @uk.youth www.ukyouth.org

SEA CADETS

**SEA CADETS -
SEA CADETS
TRANSFORMS PEOPLE**

We make exploring the world and who you want to be safe and exciting. There's a lot of learning through activities - on the water and off the water - and our volunteers leading by example and built on the customs and traditions of the Royal Navy.



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WOODCRAFT FOLK - EDUCATION FOR SOCIAL CHANGE

Woodcraft Folk offers a place where children will grow in confidence, learn about the world and start to understand how to value our planet and each other with an exciting mix of games, craft, discussion, debate, music and drama.



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woodcraft.org.uk



YOUNG ENTERPRISE - TRANSFORMING FUTURES

We work directly with young people, teachers, parents, businesses and influencers to help build a successful and sustainable future in the changing world of work by equipping them with the work skills, knowledge and confidence they need.



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www.young-enterprise.org.uk



006

NAVIGATING THE JOB MARKET



YOUR CAREER BEGINS NOW: WHY NETWORKING MATTERS BEFORE YOU GRADUATE

If you're a student about to leave secondary school and step into the world of university or work, it's time to start thinking about your network. Lots of students miss out on the benefits of networking, not realising that it can offer so many opportunities and help them reach many career goals.

Networking is all about making strong connections with people who have the same interests, passions, or career aims as you. It means meeting people and creating relationships that can help each other in the future. Networking lets you learn from a wide range of knowledge, experience, and skills that can push you forward in your career.

What are the main benefits of networking?

- 1 Career Opportunities**
Networking is a great way to find out about jobs or career paths that aren't often advertised. By making connections with professionals in your field, you can get the inside scoop on jobs, upcoming projects, and other opportunities that can help you get ahead.
- 2 Personal Development**
Networking also helps you build personal and professional skills. By talking with experienced professionals, you can learn from their experience and gain useful knowledge in your field. You might also find mentors who can give you advice or support.
- 3 Insights and Trends**
Networking can provide lots of information on what's new in the industry you're interested in. When you connect with professionals, you can easily and quickly learn about new technologies, trends, or other developments that might affect your career.
- 4 Building Long-lasting Relationships**
At its core, networking is about building relationships. By linking with other professionals, you can create strong relationships that can benefit both of you in the long run. You never know when you might need a reference, a referral, or even a job opportunity, so it's crucial to invest in these relationships.

One person who really values the importance of networking and relationship building is Keith Ferrazzi. He's a business consultant, speaker, and author of „Never Eat Alone,“ a book all about creating relationships and networks to find success in work and life.

Keith Ferrazzi is also the founder and CEO of Ferrazzi Greenlight, a consulting and training company that specialises in building top-performing teams and growing professional relationships. He's given lots of talks and interviews on networking, and his work has been covered in big publications like Forbes, Harvard Business Review, and The Wall Street Journal. If you're interested in his views or advice, have a look at Lewis Howes' interview with Ferrazzi on how to build a strong network.



„All that exists is a relationship. Everything in the universe exists only because it is in relation to everything else. Nothing exists in isolation. We need to stop pretending that we are individuals who can do it on our own.“

- Keith Ferrazzi

So, remember, as students get ready to leave secondary school and step into the world of university or work, it's important to start thinking about building a professional network. Networking can open up so many opportunities, help you push your career forward, and give you access to new knowledge, experience, and skills.

WHY TIME MANAGEMENT IS ESSENTIAL FOR YOUR FUTURE SUCCESS

Time management is a vital skill that all students need to hone. It can truly make or break your academic and professional life. This passage will explore the perks of time management, share insights from a time management specialist, and provide some handy tips for students aiming to enhance their time management skills.

Good time management can open up a variety of benefits for students, such as:

- 1 Boosted Productivity**
When students handle their time effectively, they can finish tasks more efficiently and accomplish more in a shorter period.
- 2 Lowered Stress**
Proper time management gives students a sense of control over their tasks and schedules, helping reduce their stress levels.
- 3 Higher Grades**
By prioritising their time wisely, students can concentrate on their most important tasks first, leading to improved academic performance.
- 4 More Leisure Time**
Effective time management enables students to carve out more time for relaxation, hobbies, and time spent with family and friends.

Laura Vanderkam is an unquestionable authority on time management, whose insights can help anyone escape the feeling of constant time pressure and difficulty in handling everyday tasks.

Laura Vanderkam is an acclaimed author, speaker, and expert on time management. She has penned several books on the subject, including „168 Hours: You Have More Time Than You Think“ and „Off the Clock: Feel Less Busy While Getting More Done.“ Vanderkam stresses that time management is about prioritising and making deliberate choices about how to use time. As she puts it:

„Time is a precious resource, and we have the power to choose how we use it.“

- Laura Vanderkam





Here are some useful pointers you, as a student, can adopt to improve your time management skills:

- 1 Use a planner or calendar**
Note down all your deadlines, assignments, and appointments in a planner or calendar. This will help you keep everything organised and prevent last-minute shocks.
- 2 Prioritise tasks**
Draft a to-do list and rank your tasks based on their significance and deadlines. Concentrate on the most important tasks first.
- 3 Break tasks into smaller parts**
If you're faced with a large project or assignment, split it into smaller, more manageable tasks. This will prevent you from feeling swamped and help you maintain your focus.
- 4 Reduce distractions**
Switch off your phone, log out of social media, and remove other distractions while you work. This will enable you to stay focused and boost your productivity.

Mastering time management is a critical skill that all students need to develop. It can enhance productivity, reduce stress, improve grades, and create more free time. By following the tips provided in this text, students can elevate their time management skills and accomplish their academic and professional goals.

FROM CLASSROOM TO REAL LIFE: THE VALUE OF INTERNSHIPS

As secondary school students gear up to make the leap to university or start their professional journey, internships can provide priceless hands-on experience and opportunities to learn new skills. Beyond gaining exposure in their desired field, students can forge professional connections, explore various career paths, and cultivate important skills that will serve them well in their future academic and professional ventures. In this part, we'll delve into some of the main perks of internships for students and offer advice on how to land these valuable opportunities. We'll also get some insight from Parker Dewey, a champion of hands-on learning and the brains behind a platform connecting students and recent graduates with short-term, paid, professional gigs. With Dewey's wisdom and the tips provided, students can maximise their internship experiences and pave the way for future success.

Internships can bring a host of advantages for students, particularly those transitioning from secondary school or sixth form to university or starting their work life.

Some of the standout benefits of internships include:

- 1 Getting Hands-On Experience**
Internships allow students to gather practical experience in their field of interest, which can be incredibly useful for their future career.
- 2 Learning New Skills**
Internships can help students pick up new skills and knowledge that can come in handy for future coursework and jobs.
- 3 Forming Professional Connections**
Internships give students the chance to meet professionals in their field and build valuable relationships that can assist them in their future job hunt.
- 4 Trying Out Career Paths**
Internships offer students a chance to dabble in different career paths and find what truly sparks their interest.

Parker Dewey is a strong believer in hands-on learning and asserts that internships can bridge the gap between education and work. He's the founder and CEO of his namesake platform, Parker Dewey, that links students and recent graduates with short-term, paid, professional tasks:

„Stáže sú najcennejšou formou praktického vzdelávania, pretože študentom ponúkajú možnosť uplatniť vzdelanie pri riešení reálnych úloh a rozvíjať kľúčové odborné zručnosti.“

- Parker Dewey

Here are some useful pointers for students aiming to land internships:

- 1 Start Early**
Kick off your research and applications for internships in good time, as many companies have early deadlines.
- 2 Network**
Get in touch with professionals in your field of interest and attend networking events to forge connections and discover potential internship openings.
- 3 Utilise Career Services**
Many universities have career services departments that can assist students in finding internships and improving their job-hunting skills.
- 4 Customise Your Resume and Cover Letter**
Tweak your resume and cover letter for each internship application to showcase relevant skills and experiences.

Internships can unlock a variety of benefits for students, like gaining real-world experience, learning new skills, forming professional networks, and trying out different career paths. By following the advice shared in this section and actively seeking out internship opportunities, students can gather invaluable experience and increase their odds of success in their future academic and professional pursuits.



STARTING A BUSINESS WHILE STUDYING: HOW TO KICK OFF YOUR VENTURE

Launching your own business can be a thrilling and satisfying journey, but many students might feel they have to wait until after graduation to chase their entrepreneurial ambitions. But with the right attitude and strategy, it's entirely possible to start a business while juggling school. In this sub-topic, we'll run through some primary steps that students can follow to begin setting up their own business. We'll also draw from the wisdom of Julie Gurner, a coach specialising in leadership and personal growth who aids young professionals in realising their objectives. With Gurner's advice and the pointers shared here, students can start taking the necessary steps to make their entrepreneurial dreams come true while still at school.

Starting a business during school can open up a world of perks, like gaining priceless experience, honing key skills, and potentially earning extra cash. Plus, entrepreneurship can offer a sense of direction and satisfaction as you strive to realise your vision and make a positive change in your community.

So, who's best suited to guide you on this journey? Check out experts like Julie Gurner. Gurner is a coach focusing on leadership and personal growth, having aided countless young professionals in hitting their targets. Armed with a background in psychology and counselling, Gurner is driven to help individuals unlock their full potential and create fulfilling, successful lives. She's a frequent contributor to Forbes, where she shares her insights on subjects like leadership, personal growth, and career success.

„The only way to do great work is to love what you do.“ Embracing entrepreneurship while still in school lets students delve into their passions and interests, possibly turning them into a rewarding career.“

- Julie Gurner

Here are some key steps you can take to start your own business while still in school:

- 1 Find your idea**
What product or service do you want to provide? What issues or needs can your business tackle?
- 2 Do market research**
Before you launch your business, it's key to get to grips with your target market, competitors, and potential clients. Market research can help you pinpoint your ideal customer, their needs and preferences, and how you can stand out from the competition.
- 3 Assemble a team**
Setting up a business is rarely a one-person gig. Consider bringing on board friends or classmates who share your passion and skills, or tap into mentors or advisors who can offer guidance and support.
- 4 Create a plan**
Develop a business plan that details your goals, strategy, and next steps. Think about how you'll fund your business, what resources you'll need, and how you'll define success.
- 5 Get started**
Don't wait around for the perfect time to begin. Take small steps towards building your business every day, whether it's doing market research, reaching out to potential clients, or setting up your website.



Setting up your own business while still in school can be a challenging but worthwhile journey. With the right attitude, strategy, and support, you can start taking the necessary steps to turn their entrepreneurial dreams into reality. By finding their idea, doing market research, assembling a team, creating a plan, and getting started, while still in school.

CREATING A STRONG ONLINE IDENTITY: TIPS FOR CRAFTING A ROBUST LINKEDIN PROFILE

In the current digital era, social media has become a fundamental aspect of our daily existence. LinkedIn is among the leading social networking platforms, particularly for professionals. It's not only a hub for networking and connecting with others in your profession, but also an avenue to showcase your skills and achievements. In this passage, we'll share advice on constructing a robust LinkedIn profile that will set you apart from potential employers and allow you to maximise this platform.

Constructing a robust LinkedIn profile can offer numerous benefits to students, such as:

- 1** Fostering professional connections and networking opportunities
- 2** Boosting visibility and exposure to potential employers
- 3** Highlighting skills and experience beyond a conventional CV
- 4** Investigating potential career paths and job openings
- 5** Illustrating a strong online presence and personal brand

Viveka von Rosen is a specialist in LinkedIn marketing and social selling, and has been recognised as a top social media influencer by Forbes and Entrepreneur. She has authored several books on LinkedIn and presents at conferences and events globally.

„LinkedIn is the only social media site dedicated exclusively to business, and it is an outstanding tool for students to use to start building their professional network.“

- Viveka von Rosen

Are you searching for ways to make a real impact on LinkedIn and how to capitalise on it effectively? Then don't miss the video by Viveka von Rosen.



Nevertheless, we'll share a few tips with you right now:

- 1 Optimise your headline**
Use your headline to encapsulate your expertise and what you bring to the table, rather than just listing your job title
- 2 Craft a compelling summary**
Compose a succinct summary that emphasises your strengths, skills, and experiences, and displays what makes you unique
- 3 Stay active on the platform**
Post relevant content, join groups, and interact with others in your industry to expand your network and position yourself as an expert in your field.
- 4 Solicit recommendations**
Request recommendations from lecturers, mentors, or previous employers to add credibility to your profile.
- 5 Choose a professional profile photo**
Use a high-quality headshot that portrays you in a professional context, such as in business attire or against a simple background.
- 6 Include relevant experience**
Incorporate any pertinent experience, including internships, volunteer work, and extracurricular activities. Focus on accomplishments and results, rather than merely

A robust LinkedIn profile can be a precious asset for students looking to launch their careers. By following these tips, students can build a professional online presence that showcases their skills and experience, and provides opportunities for networking and career development.



THE POWER OF GIVING BACK: THE ADVANTAGES OF VOLUNTEERING

Volunteering is an extraordinarily fulfilling activity that can cast a positive influence not just on the community but also on the person involved. As students pave the way for their future careers, volunteering stands as a worthy means to acquire new skills, foster connections, and make a significant difference in the world. In this article, we'll delve into the benefits of volunteering and offer some advice for students keen on partaking in it.

Volunteering holds numerous benefits for students. One authority on the subject is Beth Kanter, an author, trainer, and speaker specialising in nonprofit technology and social media. Kanter holds the view that volunteering can aid students in developing crucial skills, such as communication, problem-solving, and leadership.

„Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in.“

- Beth Kanter



Here are some further advantages of volunteering for individuals:

- 1 Enhances new skills**
Volunteering can present individuals with the chance to learn and enhance new skills. This can encompass everything from project management and event organisation to communication and interpersonal skills.
- 2 Bolsters your CV**
Volunteering allows individuals to append new experiences and accomplishments to their CV, rendering them more appealing to potential employers
- 3 Expands social connections**
Volunteering can aid individuals in meeting new people and growing their social network. This can be particularly advantageous for those who are new to a region or aiming to broaden their social circle.
- 4 Amplifies self-confidence**
Volunteering can serve as an excellent medium to boost self-confidence and self-esteem. By contributing to a cause or organisation, individuals can experience a sense of purpose and accomplishment.
- 5 Enhances mental health**
Research has demonstrated that volunteering can have a positive effect on mental health. It can help alleviate stress, anxiety, and depression, and foster feelings of happiness and well-being.

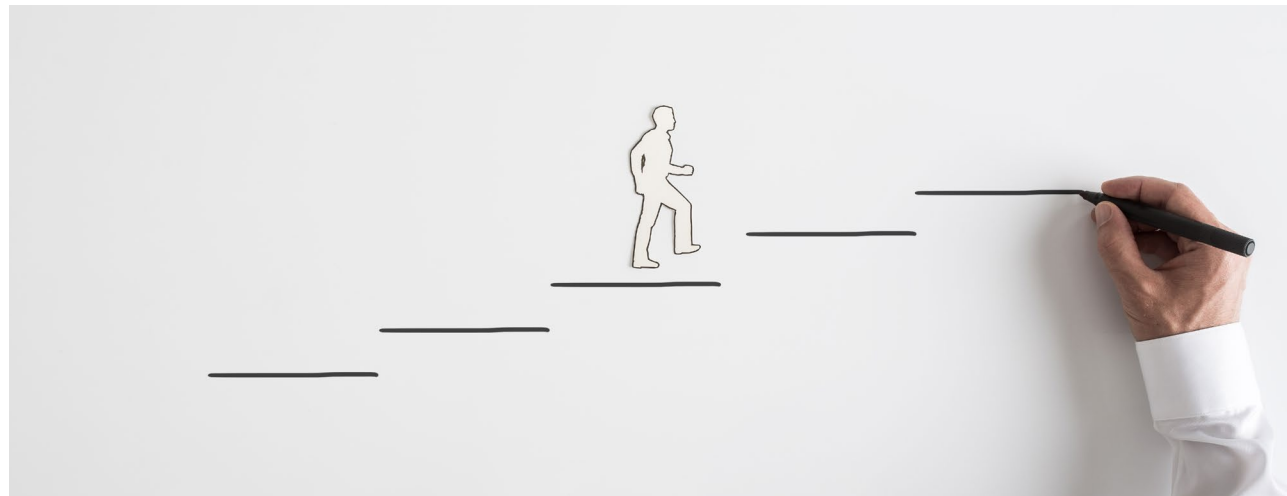


As for you, students, you can:

- 1 Embrace learning**
Volunteering offers an opportunity to learn new skills and gain new experiences. Be receptive to learning from others and stepping beyond your comfort zone.
- 2 Investigate opportunities**
Seek organisations or events in your local community that align with your interests. Browse websites like VolunteerMatch to discover opportunities near you.
- 3 Show commitment**
Volunteering is a commitment, so ensure that you can devote the necessary time and effort to the organisation or cause you opt to support.
- 4 Identify your passions and interests**
Initiate by contemplating what causes or organisations you are enthusiastic about. This will render the experience more fulfilling.

Volunteering is an excellent pathway for students to acquire valuable experience, broaden their networks, and cast a positive impact on the community. By adhering to the tips outlined in this text, students can take the initial steps towards making a difference in the world whilst also developing crucial skills and gaining new experiences.





NAVIGATING THE LABOUR MARKET: DISCOVERING YOUR CAREER PATH

Selecting a career path can be an intimidating task for many students poised to penetrate the labour market. With a multitude of options available, it can feel overwhelming to discern where to commence. Nevertheless, equipped with the correct mentality and tools, you can traverse the labour market and pinpoint the suitable career path for yourself.

Navigating the labour market and determining the correct career path can offer several advantages to students:

- 1 **Primarily**, it can guide you to a fulfilling and satisfying career that resonates with your skills and passions.
- 2 **Subsequently**, it can enhance your probabilities of job satisfaction, job security, and financial stability.
- 3 **Moreover**, it can furnish you with opportunities for growth and advancement within your chosen domain.

Jenny Blake is a career and business strategist who has authored numerous books and has assisted a multitude of individuals in traversing the labour market. She is a highly sought-after speaker and coach who possesses an abundance of knowledge and experience in determining the correct career path. If Jenny's perspective on the matter piques your interest, make sure to catch her talk below.



How does one practically go about finding the right career and where does one begin?

- 1 **Self-Assessment**
Before you kick-start your job search, it's imperative to pause and assess your skills, passions, and values. This will aid you in discerning what types of careers and industries correspond with your strengths and interests.
- 2 **Networking**
Networking can prove to be a beneficial tool for discovering job opportunities and making initial inroads. Extend your connections with your existing network, including family, friends, and alumni from your school or university, and participate in career fairs or industry events to broaden your network.
- 3 **Acquire Experience**
Numerous industries and employers seek candidates with relevant experience. Contemplate internships, volunteer work, or part-time jobs within your chosen field to accrue valuable experience and render yourself a more appealing candidate.
- 4 **Research**
Having identified some prospective career paths, it's crucial to research these industries and companies to acquire a better understanding of their work culture, job prerequisites, and salary expectations.
- 5 **Embrace Change**
It's essential to remain flexible and receptive to change as you traverse the labour market. Sometimes the career path you envisaged for yourself may not be the right fit, and that's perfectly fine. Stay open to exploring new opportunities and be willing to pivot if necessary.



Traversing the labour market and determining the right career path can be a complex process, but with the correct mentality and tools, it can guide you to a fulfilling and satisfying career. By taking time to assess your skills, research industries and companies, network, acquire experience, and remain open to change, you can position yourself for success in the job market.

THE BENEFITS OF STUDYING ABROAD AND HOW TO MAXIMISE THE EXPERIENCE

Studying abroad can be an exceptionally enriching experience for students, offering them a unique chance to dive deep into a different culture, acquire a new language, and develop valuable skills and experience. While there are undeniably challenges associated with studying abroad, the rewards often surpass any hurdles. In this article, we'll delve into some of the merits of studying abroad and provide tips on how to optimise this exciting opportunity.

Let's explore some of the merits associated with studying abroad:

- 1 **Cultural Immersion**
Studying abroad furnishes students with the opportunity to plunge into a different culture, learning about the customs, traditions, and values of a foreign society. This experience can widen students' outlooks and deepen their understanding of the world.

2 Language Proficiency

A lot of students opt to study abroad with the intent to learn a new language, and there's no superior way to accomplish this than by immersing oneself in a new linguistic environment.

3 Professional Growth

Studying abroad can also serve as a fantastic way to bolster one's professional growth. Students who study abroad often acquire valuable skills such as adaptability, cross-cultural communication, and

Stacie Berdan, who has spent several years assisting students in navigating the challenges and opportunities of studying abroad, is a valuable asset for anyone aiming to optimise their international education experience. Her expertise in global career development has helped many individuals accomplish their career goals, and her insights are invaluable for students looking to study abroad.

„Studying abroad can be a life-altering experience that broadens your horizons, enhances your skills, and prepares you for success in an increasingly globalised world.“

- Stacie Berdan

Now that you understand the merits of studying abroad and how to optimise your experience, here are some suggestions to help you prepare for your adventure:

1 Study your destination

Before setting off on your study abroad journey, it's crucial to conduct your research. Learn as much as possible about your host country and culture, including its history, customs, and norms. This will help you better comprehend and appreciate your new surroundings and optimise your time abroad

2 Participate

Studying abroad offers an excellent opportunity to engage in extracurricular activities and connect with new people. Consider joining a club, volunteering, or partaking in other activities that interest you. This will help you make new friends, enhance your language skills, and gain valuable experience that can enrich your resume.

3 Maintain an open mind

Studying abroad can sometimes be challenging, as you navigate a new culture, language, and academic system. It's essential to maintain an open mind and embrace new experiences, even if they're outside your comfort zone.

Studying abroad can be a transformative experience that provides numerous benefits for students. By immersing oneself in a new culture, acquiring a new language, and gaining valuable skills and experience, students can prepare themselves for success in an increasingly globalised world.

STRIKING A HEALTHY BALANCE BETWEEN WORK AND LIFE

Achieving equilibrium between your personal and professional life can be a tough task, particularly for students preparing to step into the professional sphere. With the demands of academics, work, and extracurriculars, it's easy to lose sight of personal health and relationships. Yet, a healthy work-



life balance is essential for overall well-being and sustainable success. In this text, we'll delve into the benefits of achieving a healthy work-life balance and offer tips on how to attain it.

Maintaining a harmonious work-life balance is essential for a rewarding personal life and a thriving career. Here are some benefits of striking this balance:

- 1** Enhanced mental health
- 2** Diminished stress and anxiety
- 3** Improved physical health
- 4** Richer personal relationships
- 5** Heightened productivity and performance at work

Arianna Huffington serves as an exceptional mentor and role model for students striving to achieve success without compromising their personal lives. She is a prominent American author, columnist, and entrepreneur who has left a significant imprint on the world of business and wellness. As the founder of The Huffington Post, she became a trailblazer in digital journalism, revolutionising the way people access news and information.

„We think, mistakenly, that success is the result of the amount of time we put in at work, instead of the quality of time we put in.“

- Arianna Huffington

In addition to her successful career and advocacy for work-life balance, Arianna was also spotlighted in an episode of CNBC CNBC.



If you're seeking practical guidance on how to balance your personal and professional life while maintaining a healthy lifestyle, **here are some suggestions to help you achieve a healthy work-life balance:**

- 1 Establish boundaries**
Decide how much time you will dedicate to work-related tasks and personal activities. Adhere to these boundaries to stave off burnout and sustain balance
- 2 Schedule personal time**
Arrange for activities that you enjoy and that will help you relax and rejuvenate. This can include time with friends and family, reading, or indulging in a hobby.
- 4 Prioritise self-care**
Allocate time for activities that nurture your physical, mental, and emotional health. Regular exercise, a balanced diet, and ample sleep should be part of your routine.
- 5 Master the art of saying "no"**
Avoid taking on excessive responsibilities at work or in your personal life. It's important to feel comfortable saying no when you feel overburdened.



Striking a healthy work-life balance is critical for your overall well-being and long-term success. By setting boundaries, prioritising self-care, scheduling personal time, and learning to say “no”, you can attain a more balanced lifestyle. Bear in mind Arianna Huffington’s quote and concentrate on the quality of time spent on work and personal activities rather than the quantity.

MASTERING PUBLIC SPEAKING: VITAL TIPS FOR STUDENTS

Public speaking is an essential skill every student must cultivate to thrive in academia and beyond. Whether it’s presenting a project in class, engaging in a debate competition, or delivering a speech at a job interview, efficient communication is critical to making a significant impact. In this text, we’ll discuss indispensable tips for public speaking and effective communication, which can aid students in enhancing their skills and boosting their confidence.

There are numerous benefits to excelling at public speaking, including:

- 1 Improved ability to articulate your ideas and thoughts**
Confidence in your public speaking skills can enable you to express your ideas and thoughts clearly and effectively.
- 2 Boosted self-assuredness and credibility**
Public speaking is an excellent means of enhancing your confidence and credibility in both your personal and professional life.
- 3 Enhanced job prospects and career opportunities**
Public speaking is highly regarded in many sectors, and proficiency in it can unveil new job opportunities and career trajectories.

Carmine Gallo is a renowned communication coach, author, and keynote speaker. He has penned several best-selling books, including „Talk Like TED: The 9 Public-Speaking Secrets of the World’s Top Minds,“ and „The Presentation Secrets of Steve Jobs.“ Gallo is celebrated for his expertise in helping people

„You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.“

- Lee Iacocca, as quoted by Carmine Gallo in „Talk Like TED“

If you are intrigued by the book TALK LIKE TED, watch the video preview of the book below to discover public speaking tips that will maximise your presentation skills from Carmine Gallo.



Public speaking can be a formidable task, but armed with the correct tips and techniques, anyone can enhance their skills and deliver a self-assured and captivating presentation:

- 1 Practice makes perfect**
Confidence grows with practice. Rehearse your speech or presentation multiple times, ideally in front of a mirror or with a friend or family member. This can help you pinpoint areas for improvement and polish your delivery.
- 2 Start strong**
The first few moments of your speech can define your impression. Use a gripping opening, such as a quote, a story to engage your audience from the get-go.
- 3 Keep it simple**
Avoid jargon, complicated words, or twisted sentences. Use simple language that is easily comprehensible and relatable to your audience.
- 4 Understand your audience**
Knowing your audience is critical. Before commencing your speech, endeavour to understand their interests, level of knowledge, and expectations. This understanding can guide you to tailor your message and delivery style to resonate with them.
- 5 Employ body language**
Nonverbal communication is as critical as verbal communication. Utilise gestures, facial expressions, and body posture to reinforce your message.

Mastering public speaking and effective communication skills can demand time and effort, but the rewards are substantial. By following these essential tips, students can develop the confidence and skills required to excel in academia, personal relationships, and future careers.



CONCLUSION

As we come to the end of this journey through the future of work, it's clear that we are on the precipice of exciting change. Yes, the road ahead might seem challenging and even daunting at times, but it also offers immense opportunities for those who are prepared to seize them.

The world is at the cusp of the Fourth Industrial Revolution - a time of remarkable change and innovation. And while change can be scary, it also presents us with unlimited potential for growth and advancement.

As you venture forth into the labour market, remember that every challenge you encounter is a chance for you to grow and learn. Continuously look for opportunities to develop new skills and gain new experiences.

PURSUING YOUR CAREER GOALS

Each of you has unique aspirations, talents, and interests. Recognize your strengths and align them with your career goals. There's no "one-size-fits-all" career path - what matters is finding a path that brings you satisfaction and aligns with your values.

Remember, career planning is not a one-time event but a continuous process of self-exploration and decision-making. The job market is ever-evolving, and so are you. Your interests and goals may change over time, and that's okay. Be open to change and be prepared to pivot when necessary.

Set clear, achievable career goals for yourself. Work relentlessly towards them, but also be patient with yourself. Success isn't built in a day - it's the result of consistent effort and persistence.

And finally, remember the importance of balance. While your career is important, it's equally crucial to maintain your physical, mental, and emotional well-being. Don't lose sight of what truly matters - relationships, health, and happiness.

CLOSING THOUGHTS

The world of work is changing, but this change brings with it a world of opportunities. By continuously learning, adapting, and embracing a growth mindset, you can navigate this shifting landscape with confidence.

Here's to your journey towards fulfilling your career aspirations and achieving your dreams. Remember, the future belongs to those who prepare for it today.





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