

# Shaping the future of work.

## **Together**

We asked professionals to share insights on the future of work. From AI to flexible models, discover the key trends set to shape hiring, engagement, and productivity in 2025.



### **The top global three trends that most interest our respondents**

#### **01 AI Impact**

Most respondents are focused on AI, with a balance between seeing it as an opportunity and a challenge.

#### **02 Remote and Hybrid Work**

Significant interest in the future of remote work, with remote work being the more popular choice.

#### **03 Fractional Hiring & Gig Economy**

Many respondents are interested in exploring fractional hiring opportunities.



### **AI's impact on careers**

**56%** see AI as creating opportunities.

**44%** see AI as a challenge, with a need for upskilling.

AI brings exciting career opportunities, along with a crucial need for ongoing education and upskilling.

### **Remote work preferences**

**43%** prefer fully remote work.

**31%** are open to hybrid models.

Flexibility is a key priority for both employees and job seekers.

### **Interest in fractional hiring**

**69%** are very interested in fractional hiring, with others at least somewhat open to it.

Fractional and gig work models are gaining traction, signalling a shift in workforce dynamics.

### **Surprising insights**



#### **Four-Day Work Week**

High interest in the four-day work week reflects shifting work-life balance priorities.



#### **Client and Vendor Relationship Management**

Emphasis on client and vendor relationships signals a need for content beyond career development.



#### **Community for Gig Professionals**

Demand for forums for creative gig professionals highlights the need for community and connection in the gig economy.



### **Stay tuned**



Stay tuned as we dive into the trends shaping the future of work, or feel free to [contact us](#) to discuss your talent and creative needs for 2025 and beyond.