

Are you equipping your team for an age of uncertainty?

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Executive Editor

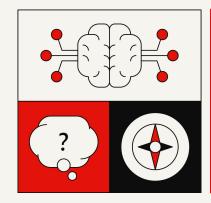
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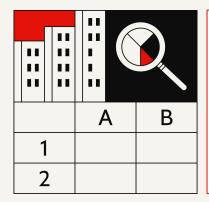
Human skills matter more because of Al



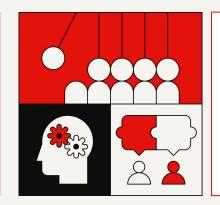
Professional communication Business writing and storytelling



Influence and persuasion in business
Strategies to connect, convince and lead



Data
storytelling and
visualisation
Communicating with
numbers to inform,
persuade and decide



Critical
thinking
Problem-solving and
decision-making in a
complex world

Knowing when to pause

Is it an important decision?

Is it a complex decision?

Yes? Pause to think.



Going back to first principles

Beware cognitive biases.

Avoid groupthink.

Think rigorously about the future.



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Communicating with purpose

Purpose: what are you trying to achieve?

Audience: who are they and what do they care about?

Message: can you state it clearly in a sentence or two?



Are you ready for an age of uncertainty?

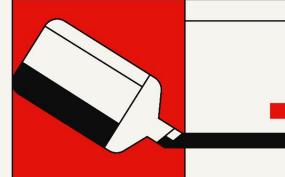
Do people at your organisation know when to pause to think?

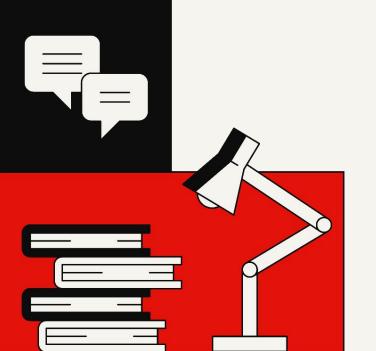
Do they go back to first principles and try to avoid groupthink?

Do they communicate with a keen sense of their PAM?



ECONOMIST EDUCATION

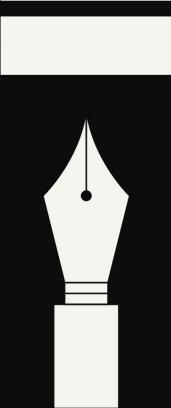




Q&A

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