Top 3 skills that businesses must acquire or develop to meet their growth aims

Top 3 technologies that will make the biggest positive difference to business

Understanding the major forces that are shaping the future can help leaders make informed decisions about the capabilities their businesses will need to navigate challenges they can benefit from future changes in their environment.

### Six key megatrends

- Changing global dynamics
- Demographic change
- Resilient cities
- Skills for the future
- Net zero transition
- Digitalisation

with 3 megatrends influencing all others

#### Changing global dynamics

Top 3 geopolitical and macroeconomic concerns all relate to the impacts of growing protectionism

#### Demographic change

54% believe meeting demands of ageing consumers will pose a major challenge

26% say their net zero efforts will stimulate more energy efficient ways of working

#### Resilient cities

43% believe major cities have the potential to provide attractive business opportunities

31% cite high cost concerns in relation to investing salaries and wages

#### Skills for the future

Top 3 skills that businesses must acquire or develop to meet their growth aims

#### Net Zero transition

34% cite high energy costs and tariffs with alternative use energy efficient ways of working

31% cite high financial costs and tariffs to access new climate technologies

#### Digitalisation

Top 3 technologies that will make the biggest positive difference to business

Find out more
Download Ashurst’s Future Forces 2023 Report