

*fuel*50

Hot Skills

Hot Skills List 2024

Top 100 Globally Trending Skills





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CHAPTER

01

The State Of Skills Across Industries

Here, we'll go through the differences between skills that made the list in 2023 and 2024.

01 / Specialist Skills

This year, we noted 43 skills making a grand entrance to the list, with Product Knowledge, Cross-Functional Collaboration, Customer Service, Data Analysis, and Continuous Improvement ranking as the top five most rated skills.

Several of these new skills belong to the Customer Service functional area. As organizations become more competitive in a globalized economy, exceptional customer service is a key differentiator and it is great to see the increase of customer-related skills (e.g., Customer Relations, Customer Support Operations, Customer Support Platforms, etc.).

Additionally, Customer Experience Management holds steady in the Hot Skills list as the 8th most rated skill.

The emphasis on Customer Service-related skills is affirmed by a study conducted by Gartner, where customer experience emerged as the top priority, followed by leveraging analytics for voice of the customer (VoC) insights and optimising operational efficiency.

Information Technology-related skills saw a significant rise in relevance, increasing from 9% (2023) to 18% (2024), while skills in the Digital Transformation functional area holds a steady demand.

Interestingly, skills related to the Research and Development function experienced a noticeable drop, declining by 8% and skills related to Manufacturing, Leadership, Engineering, and Health and Safety were no longer prioritised in this year's analysis.

This suggests a shift in focus towards more IT/digitally-enabled and customer-centric functions.

It is exciting to see the increase of IT/digital-related skills such as Emerging Technologies, Technology Quotient, Software Development & Management, Digital Fluency, and Digital Strategy as these skills not only enhance organizational agility and innovation but also empower individuals to thrive in a rapidly evolving digital landscape.

Other skills such as Operational Risk, Financial Risk Management, Accounting, and Cyber Security Risk Assessment silently exited the list from the Top 100.

Many areas of risk management and accounting are increasingly being automated which may have likely led to the decreased prioritization.

The emergence of Artificial Intelligence (AI) tools can handle complex financial risk assessments and accounting tasks, reducing the need for human expertise in these areas.

It is however interesting to see the decline in Cyber Security Risk Assessment as the frequency and severity of data breaches, cyber-attacks, and hacking attempts are steadily rising.

The Risk Assessment skill has however entered the Top 100 list this year which emphasises the monitoring of potential risk to the organisation on a continuous basis.

It is evident from our Top 100 list that there is a focus on improvement with skills such as Emerging Technologies, AI, Process Optimisation and Continuous Improvement which seem to be taking precedence of traditional risk-related skill.

It will be intriguing to see if this decline of risk-related skills continues into 2025.

Skills that maintained a position on the Top 100 Hot Skills List include Product Knowledge, Data Analysis, Continuous Improvement, Artificial Intelligence (AI), Agile Methodologies, Digital Fluency, and Business Intelligence.

We expect these skills to hold their ground for some time to come!

Skills

- Product Knowledge
- Cross-Functional Collaboration
- Customer Service
- Data Analysis
- Continuous Improvement

5
Top

Capabilities

- Problem-Solving
- Analytical Reasoning
- Technical Credibility
- Coaching
- Communicating Effectively

2023 to 2024



New Additions and Removals



- Customer Support Operations
- Customer Relations
- Proactive Customer Support
- Quality Control Standards
- Regulatory Compliance
- Principles of IT
- Emerging Technologies
- Software Engineering Practices
- Technology Quotient
- Product Strategy

+30 others

- Cross-selling
- Scientific Research
- Corporate Writing
- Engineering
- Product Design
- Cyber Security Risk Assessment
- Marketing Trends
- Digital Vision
- Financial Reporting
- Operational Risk

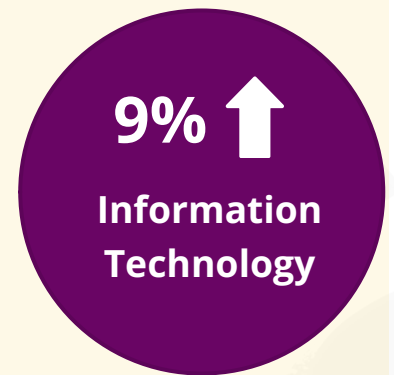
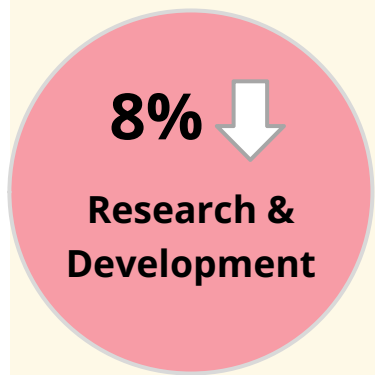
+30 others

Looking at these charts, we can see how most creative skills that were popular last year have now dropped off the list. This is likely because AI has changed how these industries work.

But it's not just creative skills that have disappeared. Skills related to data analysis and repetitive tasks that can now be automated have also fallen off the trending skills list.

More specifically, you'll notice that skills like Digital Vision, Marketing Trends, and Corporate Writing have been removed, while new additions focus heavily on customer operations and emerging technologies. This shift shows that companies now value skills that AI can't easily copy – especially those involving human interaction and working with new tech.

The skills breakdown shows this change clearly (see below chart): Information Technology is up by 9% and Customer Service has grown by 5%, while Research & Development has dropped by 8%. This tells us that companies are moving away from traditional analysis roles and towards jobs that mix human interaction with tech skills.



...Representation of functional skills

02/ Capabilities

Problem-solving remains the #1 capability in 2024. Communicating Effectively has made a significant resurgence since 2022, where it failed to appear on the 2023 Top 100 list, but now ranks among the top 5 most-rated capabilities.

Customer-Centricity has moved up from 14th most rated capability to 8th place. LinkedIn identified similar results with Communication and Customer Service in their analyses of top skills. Interestingly, Managing Teams has exited the top 20 capabilities and seems to be replaced by Leading Others.

While Managing Teams emphasizes performance metrics and productivity, Leading Others incorporates the ability to reassure and support teams during times of uncertainty.

This skill is therefore crucial in today's fast-paced and often volatile business environment.

Coaching has made its grand entrance and rated as the 4th most rated capability. This aligns with research done by Udemy that indicated Coaching as one of "The 100 Fastest-Growing Global Skills of 2024" and showing a 177% increase of learning Coaching skills year-over-year.

As predicted in last year's Top 100 list [article](#), where an upwards trend of cognitive skills is expected to continue over the next five years^{vi}, Critical Thinking has entered the list this year and Analytical Reasoning has makes a steady increase to 2nd most rated capability.

CHAPTER

02

What Skills Are Trending In 2024?

Here's the list of trending skills this
year.

Function	Title
Capabilities	Advising
Capabilities	Analytical Reasoning
Capabilities	Business Behaviour
Capabilities	Coaching
Capabilities	Collaborating
Capabilities	Communicating Effectively
Capabilities	Critical Thinking
Capabilities	Customer-Centricity
Capabilities	Data Savvy
Capabilities	Execution Focus
Capabilities	Inclusive Leadership
Capabilities	Innovation
Capabilities	Leading Others
Capabilities	Planning and Organizing
Capabilities	Problem-Solving
Capabilities	Process Improvement
Capabilities	Process-Oriented
Capabilities	Strategic Thinking
Capabilities	Teamwork
Capabilities	Technical Credibility

Function	Title
Audit and Compliance	Compliance Management
Audit and Compliance	Compliance Risk
Audit and Compliance	Regulatory Environment
Banking & Financial Services	Transaction Processing
Corporate Communications	Customer Relations
Corporate Communications	Stakeholder Engagement
Customer Service	Business Intelligence
Customer Service	Customer Experience Management
Customer Service	Customer Intelligence
Customer Service	Customer Service
Customer Service	Customer Service Philosophy
Customer Service	Customer Support Operations
Customer Service	Customer Support Platforms
Customer Service	Customer Support Policies and Procedures
Customer Service	Proactive Customer Support
Customer Service	Product Knowledge
Digital Transformation	Artificial Intelligence (AI)
Digital Transformation	Big Data Management and Analytics
Digital Transformation	Data Science
Digital Transformation	Design Thinking

Function	Title
Digital Transformation	Digital Fluency
Digital Transformation	Digital Literacy
Digital Transformation	Digital Strategy
Finance & Accounting	Budget Management
Finance & Accounting	Financial Analysis
Finance & Accounting	Regulatory Compliance
Finance & Accounting	Risk Assessment
General skills	Administrative Support
General skills	Business Requirements Analysis
General skills	Competitive Landscape
General skills	Continuous Improvement
General skills	Cross-Functional Collaboration
General skills	Data Analysis
General skills	Data Gathering and Reporting
General skills	Data Visualization
General skills	Data-driven Decision-Making
General skills	Operational Excellence
General skills	Operations Management
General skills	Process Optimization
General skills	Quality Assurance (QA)

Function	Title
General skills	Storytelling
Health Care	Pharmaceutical Knowledge
Health Care	Pharmaceutical Product Marketing and Sales
Hospitality and Tourism	Customer Interaction
Human Resources	Talent Management
Human Resources	Training Others
Information Technology	Agile Methodologies
Information Technology	Compliance and Controls
Information Technology	Data Modeling
Information Technology	Emerging Technologies
Information Technology	Information Technology (IT) Policies and Procedures
Information Technology	Microsoft (MS) Excel
Information Technology	Principles of Information Technology
Information Technology	Requirements Analysis
Information Technology	Software Development & Management
Information Technology	Software Development Life Cycle (SDLC)
Information Technology	Software Engineering Practices
Information Technology	Technical Writing
Information Technology	Technology Quotient
Information Technology	Advanced Analytics

Function	Title
Marketing	External Market Knowledge
Office Management	Document and Records Management
Office Management	Telephone Etiquette
Project Management	Project Management Methodologies and Frameworks
Quality Management	Quality Control (QC)
Quality Management	Quality Control Standards
Quality Management	Quality Management Systems (QMS)
Research and Development	Market Research
Research and Development	Product Management
Research and Development	Product Strategy
Research and Development	Research and Development
Sales	Sales Support
Sales	Account Management
Sales	Business Development
Sales	Sales Trends
Sales	Selling
Sales	Solution Selling/Sales
Sales	Strategic Sales Planning
Supply Chain Management	Sustainable Procurement
Supply Chain Management	Vendor/Supplier Selection

CHAPTER

03

The Future Ahead: What Skills Will Become In-Demand?

Here, we'll talk about our predictions
for the year to come and how to
navigate these changes as a business
leader.

So, what can we expect in 2025 and beyond?

It may come as no surprise that technology adoption will remain a key driver of business transformation in the years to come. Business leaders must cultivate the ability to stay ahead by supporting their employees in developing the skills necessary to harness AI effectively for their benefit and competitive advantage.

AI-related skills from Fuel50's Skills Ontology that organisations may need to prioritise more in the following year is Generative AI, Machine Learning, Human-Centered AI, AI Project Management, and AI Governance.

Other IT skills that will become even more in demand is Cloud Computing and Cybersecurity skills.

As indicated in a Forbes article, between 2022 and 2030, the global market for cloud computing is expected to grow from \$570 billion to close to \$2.5 trillion.

This means there will be a growing demand for those with the technical skills to assist businesses large and small with their migration to the cloud. Professionals skilled in the tools and platforms of cloud computing will remain relevant and competitive beyond 2024.

With escalating geopolitical tensions, the frequency and sophistication of cyberattacks are expected to rise, targeting businesses, critical infrastructure, and financial systems.



"Adaptability and agility are mission-critical for both people and organizations. And since the pace of change in the world of work is predicted to increase, adaptability will help your team stay versatile and composed amid these changes"

Dan Brodnitz

Interpersonal skills such as Agility, Versatility, Learning Agility, and Agile Decision-Making will become increasingly vital as organizations strive for adaptability and resilience in a rapidly evolving workforce.

Lastly, as can be seen from Fuel50's latest [Skills Trends Report](#) on the impact of an aging workforce, organisations will need to prioritise interpersonal (e.g., Valuing Diversity, Growth Mindset, and Team Well-being) and specialist skills (e.g., Internal Mobility, Employee Retention, and Skills Transparency) to enable organisations to prepare for and manage an aging workforce.

All in all, it is an exciting time in the skills space, and we look forward to continuing to partner with you to ignite your skills, helping your organization thrive in 2025 and beyond.

Thank You

At Fuel50, your future is our passion. This Hot Skills List, produced by our Workforce Architecture team, brings you the top 20 capabilities we see across our clients plus the top 80 latest trending skills from across the globe.

All skills listed in this report are available for use now by our clients. We encourage you to reflect on their relevance to your organization and hope they inspire a vision for positive change within your people strategy and capability requirements.

For more information on any of these globally trending skills or to discuss how you could increase your organization's capability in these areas, please contact Fuel50.

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