



## Most in-demand skills for 2024 (plus upskilling resources)

To determine this year's most in-demand skills, we analysed data from LinkedIn's 1 billion members across 200 regions and countries. Our data set illustrates just how rapidly the world of work is changing: over the last 12 months, members have added 680 million skills to their profiles, up *80% year-over-year*.

Communication, customer service, and leadership continue to be business-critical skills in the age of AI. And other emerging skills like problem-solving and research showcase the importance of upskilling, reskilling, and adapting to a changing world of work.

### 1. Communication

In an era of hybrid work, employees communicate across an ever-expanding range of channels and platforms. Since in-person collaboration is no longer the default, effective communication from company and team leadership across channels helps connect, motivate, and inspire your teams.

**Reskill/upskill:** [Communication Skills for Modern Management](#) with [Jean Marie DiGiovanna](#)

### 2. Customer service

AI has already brought about watershed changes in the customer service arena, but there are aspects of this function that cannot and should not be automated. The people-centred aspects of customer service, including cultivating relationships and building trust, are becoming increasingly important.

**Reskill/upskill:** [Customer Service Foundations](#) with [Jeff Toister](#). Get certified with this learning path: [Zendesk Customer Service Professional Certificate](#).

### 3. Leadership

Strong leadership pipelines are vital to organizational growth and continuity. And regardless of your position in the org chart, leadership skills continue to be business critical.

**Reskill/upskill:** [Top 10 Rules for Highly Effective Leadership](#) with [Todd Dewett](#)

### 4. Project management

As teams and workflows grow more complex, people leaders and project leaders who can keep everything organized and everyone on the same page are in high demand.

**Reskill/upskill:** [Project Management Skills for Leaders](#) with [Dana Brownlee](#)

### 5. Management

The distinction between management and leadership can seem blurry, but it is important to recognize. ("Management is about measurable business outcomes and numbers, while leadership is about the people who create those results," [says LinkedIn Learning instructor Dave Labowitz](#).) Management skills are versatile and durable, so they're not going out of style any time soon.

**Reskill/upskill:** [Coaching and Developing Employees](#) with [Lisa Gates](#)

## 6. Analytics

In an increasingly data-driven world, it's no surprise to see analytics gaining more prominence. This specialization empowers employees to interpret complex data, derive insights, and make informed decisions swiftly.

**Reskill/upskill:** [Learning Data Analytics: 1 Foundations](#) with [Robin Hunt](#)

## 7. Teamwork

As teams adapt to new ways of collaborating, they may encounter friction. But finding ways to strengthen teamwork skills remains paramount. Teams that work well together stay adaptive and aligned — and drive tangible results.

**Reskill/upskill:** [Teamwork Essentials: Stand Out as a Valuable Team Member](#) with [Shadé Zahrai](#)

## 8. Sales

The core fundamentals of selling — building relationships and bringing in customers — remain essential in the business world. And in a challenging economy, executives and employees with stellar sales skills stand out, especially those who can use AI tools to aid in the sales cycle.

**Reskill/upskill:** [Increase Sales with ChatGPT](#) with [Jake Dunlap](#)

## 9. Problem-solving

In the age of AI at work, both leaders and employees will be asked to meet new challenges and solve new problems more often than ever. Applying critical thinking and strategy to challenging problems can help teams thrive.

**Reskill/upskill:** [Strategic Thinking Tips to Solve Problems and Innovate](#) with [AJ Eckstein](#)

## 10. Research

There's more information out there than ever before, and AI is equipping us with profound new ways to access and use information. "It's the people who understand how to collaborate with AI that will have a real advantage over the next few years," says [Dave Birss](#), a LinkedIn Learning instructor, in [How to Research and Write Using Generative AI Tools](#). "When employees fully grasp this, they will be in a strong position to both improve how they do their job today and advance their career moving forward."

**Reskill/upskill:** [How to Research and Write Using Generative AI Tools](#) with [Dave Birss](#), also No. 1 in [LinkedIn's Most Popular AI Courses](#), unlocked through July 1, 2024.

### Top skill of the moment

The impact of generative AI has reshaped the world of work more quickly than even experts imagined. To study this phenomenon, we looked at "skills of the moment" — those that grew most quickly in a defined six-month period from 2022 to 2023. One skill rose to the top of the list: adaptability.

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. "Adaptability is the best way to have agency right now," says [Aneesh Raman](#). "At the core of managing change is building that muscle of adaptability."

**Reskill/upskill:** [Building Career Agility and Resilience in the Age of AI with Chris Shipley](#) and [Build Your Team's Agility and Resilience with Lisa Bodell](#)

Source: <https://www.linkedin.com/business/talent/blog/talent-strategy/linkedin-most-in-demand-hard-and-soft-skills>