

Warren Partners

Trends to Watch: 2025

We delved into over 100 trend reports so you don't have to, here is our curated selection of the most critical highlights.



LinkedIn: 25 big ideas that will change our world in 2025

Plenty to get your teeth into in this report, but the two insights that stood out were around the four-day workweek and the growth of millennial leadership. In terms of the latter, a generational shift is reshaping the corner office. Millennials – now in their prime leadership years – are increasingly stepping into CEO roles, whether through corporate ranks or targeted recruitment. The report highlights US leaders such as Damola Adamolekun of Red Lobster and Fidji Simo of Instacart who bring a fresh perspective, emphasising collaborative leadership, multigenerational communication and purpose-driven strategies. Their ascent reflects a broader evolution in leadership, one that prioritises empathy, adaptability and the ability to inspire across diverse teams.



Meanwhile, the four-day workweek is gaining momentum globally, bolstered by advancements in AI that streamline workflows and enhance productivity. Recent trials reveal that reducing working days can maintain or even boost output while improving employee wellbeing. Companies adopting this model report enhanced engagement, reduced burnout and a sharper focus on results, as AI-driven tools help teams prioritise tasks and optimise efficiency, so more time is spent on strategic work that requires a human touch.



JP Morgan Outlook 2025

The report paints a promising picture for the year ahead, highlighting key opportunities across a range of sectors. As policy rates stabilise and economic growth resumes, dealmaking activity is expected to pick up pace. Strategic investments in AI, healthcare and infrastructure are driving innovation, while advancements in sustainability and smart city initiatives present profitable avenues to address global challenges. To navigate shifting macroeconomic conditions, diversifying portfolios and prioritising income-generating assets will be crucial.

Meanwhile, AI and robotics continue to redefine industries, enhancing efficiency and unlocking fresh possibilities. It's a period of transformation and opportunity, ideal for forward-thinking leaders ready to embrace change and drive growth.

Forrester Predictions 2025: B2B Marketing and Sales

The year 2025 marks a pivotal moment for B2B organisations, as they transition from exploratory generative AI projects to initiatives that deliver measurable revenue growth. While AI's potential continues to expand, some enterprises risk scaling back investments prematurely, frustrated by the pace of short-term returns. The most effective leaders will balance immediate wins with longer-term commitments, leveraging insights gained in 2024 to refine infrastructure, prioritise customer-centric strategies, and address inefficiencies in revenue processes. Notably, only 12% of marketing leaders currently feel their team structures effectively support revenue objectives. Adding to the shift, younger buyers are redefining the B2B buying journey, increasingly relying on external influencers and preferring digital self-serve channels – even for substantial purchases exceeding \$1mn.



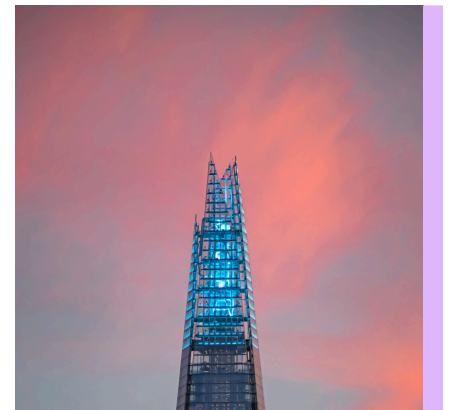
S&P Global banks outlook 2025

The 2025 global banking landscape is poised for cautious stability amidst evolving economic and technological challenges. According to S&P Global's latest report, most banking groups maintain stable ratings, with only a few facing potential shifts due to unique regional or bank-specific conditions. However, four key risks loom large: economic slowdowns beyond current forecasts, escalating property sector deterioration (notably in US and Chinese markets), elevated corporate and government leverage and emerging pressures from AI, climate change, and cyber risks.

Banks globally are also grappling with higher credit losses, forecasted to rise by 7% to \$850bn, testing their adaptability. On a brighter note, opportunities abound as monetary policy easing could bolster liquidity, while generative AI continues reshaping business models and enabling innovative financial solutions.

PwC capital project and infrastructure spending 2025

Global capital project and infrastructure spending is poised for significant growth in 2025. With emerging markets leading the charge, infrastructure investment is anticipated to increase by 5% annually, reaching an impressive £7.6tn. This expansion is fuelled by urbanisation and the demand for sustainable energy solutions, which continue to dominate global priorities. Key drivers include the shift towards greener economies, with governments funnelling funds into renewable energy projects and advanced transport systems. Public-private partnerships are also proving vital in bridging funding gaps, enabling ambitious infrastructure projects to move forward.



However, challenges persist. The report highlights cost inflation, geopolitical risks and supply chain disruptions as ongoing concerns. To navigate these complexities, organisations must embrace robust risk management strategies and leverage digital technologies to enhance efficiency and resilience.



Internal Audit Foundation: risk in focus 2025

This reveals how internal auditors are grappling with rapidly evolving challenges like climate change and digital disruption, including the widespread impact of artificial intelligence. Cybersecurity, business continuity, and human capital remain top concerns, but climate-related risks and the adoption of generative AI are rising sharply.

Key takeaways include the interplay of direct pressures (regulations, financial implications) and indirect pressures (social and political forces) shaping organisational strategies. Notably, regional disparities in prioritising climate risks reflect varying regulatory environments. For instance, while European internal auditors are driven by stringent sustainability reporting mandates, less regulated regions, like the US, exhibit lower engagement.

On the digital front, AI adoption brings productivity gains but magnifies risks such as fraud, data breaches and governance gaps. Internal audit leaders are urged to foster stronger frameworks around AI and prepare for a future where technology continues to disrupt traditional risk models.

BlackRock: 2025 thematic outlook

This paints a picture of a dynamic year ahead, with opportunities emerging across multiple sectors. Modest rate cuts are anticipated to bring relief to rate-sensitive industries like biotech and infrastructure, potentially fuelling new waves of investment. Meanwhile, AI continues its meteoric rise, with advancements in infrastructure and software poised to deliver transformative applications across diverse industries.

The outlook also highlights a resurgence in physical economies, with infrastructure investment in the U.S. gaining momentum thanks to bipartisan legislation. This could accelerate growth in sectors such as housing, manufacturing and transportation. In healthcare, the integration of generative AI is set to revolutionise drug discovery, potentially contributing to over 30% of new medicines by 2025, while slashing development costs and timelines.

On the financial front, Bitcoin is taking centre stage as a hedge and alternative monetary asset, driven by increasing regulatory clarity and the prospect of lower real interest rates.

These trends highlight the transformative forces shaping 2025, from advancements in AI and sustainability to evolving leadership and workplace dynamics. Organisations that remain agile and forward focused will be best positioned to turn challenges into opportunities and drive meaningful growth in the year ahead.

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