

Plenary at the 31st IATEFL BESIG  
Annual Conference in Iași, Romania,  
16-18 November 2018

# To boldly go? The future of business and English in business

**Nick Robinson**

**H**umans are notoriously bad at predicting the future. We can, however, easily observe current trends and speculate on the impact of those trends. That's because the impact often begins to manifest in hidden corners before becoming mainstream.

Unbeknownst to many, we are already in the early stages of a reskilling revolution that will eventually affect the majority of the world's workforce. This revolution is being driven by technology, specifically the rapid growth of **Artificial Intelligence (AI)** and the increasing automation of many jobs considered safe from automation – until now.

This poses two interesting and vital questions, both of which we'll address in this plenary:

1. What does the business skills set of the future look like?  
and
2. Does it include English?



**Nick is a co-founder of ELTjam, a learning product design agency, consultancy and training academy that began life as a leading EdTech blog. His mission is to improve the experience of learning and training in organisations throughout the world by transforming the way we think about its design and delivery. Nick's education career began in Spain in 2001. Since then he has worked extensively in educational publishing, materials writing, training and digital product development. He has held senior roles at Cambridge University Press and English360 and founded the world's first English Language Teaching (ELT) author representation agency. He also co-founded and ran the ELT industry's first special interest group for materials writing (MaWSIG) before setting up ELTjam in 2013. He is deeply interested in the ways in which technology is impacting education and has written extensively on the topic for the ELTjam blog. He has also spoken widely on the international conference circuit, including IATEFL and TESOL.**