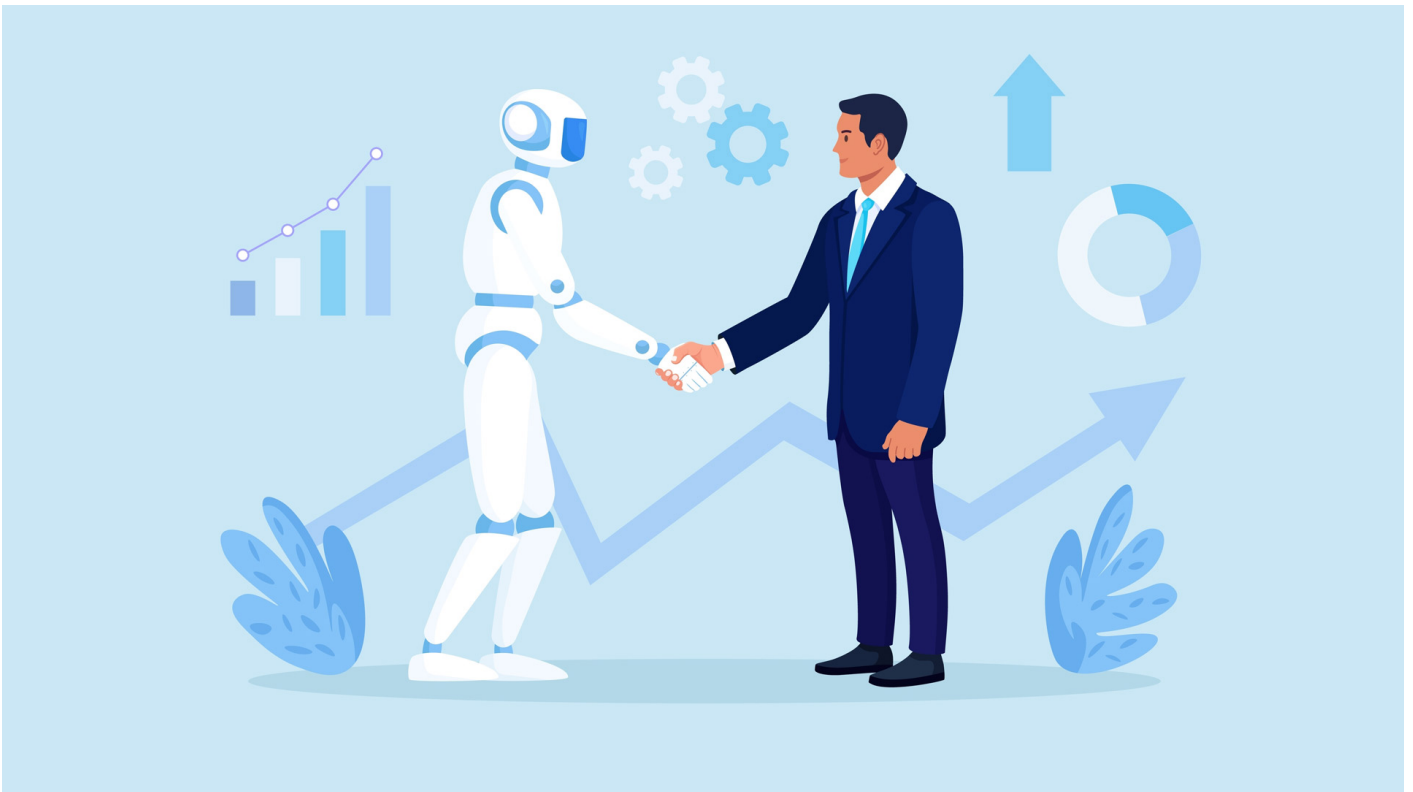


# Future employment: 3 tips that will help you stand out



*“In an increasingly automated world, the **future of work** doesn’t lie in technical skills, but in those that make us human,”* said Borja Castelar, a specialist in leadership, talent and personal branding, during **incMTY Festival 2025**.

The **former director of LinkedIn Latin America** is considered a specialist in training and leadership with more than a decade of experience.

During the 2025 edition of **incMTY Festival**, the specialist spoke about the **future of work** and three factors that he believes will be more valuable than ever: **human skills, continuous learning, and personal branding**.



## /> width="900" loading="lazy"> Human skills in the age of artificial intelligence

According to Borja, skills such as **communication**, **creativity**, and **empathy** will be essential to stand out in the workplace.

He calls these skills “**power skills**” and not “**soft skills**” because they are not weak or flimsy but rather the **distinguishing characteristics that will allow human beings to stand out in the workplace.**

*“I always say that **the person who will succeed in the labor market is not the one who knows the most but the one who communicates best.**”*

According to the studies mentioned by the expert, **85% of professional success depends on these skills.**

*“The problem is that we are obsessed with learning technical skills, but we forget that **communication, collaboration, and persuasion** are equally or even more important.”*

According to Borja, “**power skills**” are a long-term investment.

*“What you learn today about **leadership** or **communication** will still be valid in ten years’ time, while a technical skill could become obsolete in a couple of years.”*

*“I always say that **the person who is going to succeed in the labor market is not the one who knows the most but the one who communicates best.**”*

## Lifelong learning mindset

Furthermore, the former **LinkedIn executive** says it is necessary to **adopt a “lifelong learning” mindset**, since the line between studying and working has now become completely blurred.

*“We’re going to have to keep learning. **Those who will succeed are the curious and self-taught, those who are willing to constantly evolve.**”*

In the traditional labor model, one studied during one stage of life and worked during another.

However, **this has completely changed now.**

*“That old paradigm is dead. Now, learning and working are processes that go hand in hand and constantly feed back into each other.”*

The expert urged **people to develop continuous learning habits.**

*“If we dedicated a small fraction of the time we spend on social media to learning something new every day, we would be completely different people in a year’s time.”*



## The importance of personal branding

Finally, Castelar **highlighted the relevance of personal branding in the new digital era.**

*“We will be hired because of our networking skills and **brand.**”*

In a work environment in which companies aim to find talent beyond traditional résumés, it is essential to **create a solid presence on platforms such as LinkedIn.**

***“A personal brand is the only thing that no artificial intelligence will be able to replace. Our history, our trajectory, our way of communicating are unique, and that is what we should promote.***

According to Castelar, **less than 2% of LinkedIn users generate content.**

He highlighted that this represents an immense opportunity. Publishing, sharing knowledge, and building a community is key to standing out.

*“If you don’t take action on what you learn, it’s no good. **Success is for those who act and adapt to change.**”*

Finally, far from seeing **artificial intelligence (AI)** as a threat, Castelar invited the audience to **see it as an opportunity to bring out** the best in human beings.

*“We’re moving towards a more human world than ever, where connection, strategy, and creativity will be the keys to success.”*

## **Who is Borja Castelar?**

Borja Castelar is the former director of **LinkedIn Latin America**, where he headed the “Talent Solutions” division for a decade, winning the award for the world’s best B2B sales professional.

He is an official trainer and instructor at LinkedIn Learning, where he has produced courses on sales, soft skills, and leadership, with more than half a million students.

Castelar has given more than 500 talks in 20 countries and is the author of three international bestsellers: *Potencia tu persuasión* (Boost Your Persuasion), *Tu futuro trabajo* (Your Future Job), and *Power Skills*.

## About incMTY

**incMTY** is a platform for **open innovation, entrepreneurship, investment, and talent in Latin America.**

Its **community includes** more than **126,000 early adopters, innovators, business owners, entrepreneurs, researchers, and directors.**

During its high-impact events, particularly the **incMTY Festival**, members of the ecosystem come together with the aim of transforming the “inc” mission into: “innovate,” “network,” and “create.”

Tec de Monterrey fosters the entrepreneurial community through INCmty as part of its focus on innovation.

**Juan Pablo Murra**, Rector of Tecnológico de Monterrey, said that since its launch 12 years ago, incMTY has aimed to be a platform at the service of entrepreneurs.

*“We realized very quickly that entrepreneurship is not just about supporting a few entrepreneurs but about **creating ecosystems that support them,**”* said Murra.

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<https://conecta.tec.mx/en/news/national/entrepreneurs/four-key-aspects-incmty-2025-entrepreneurship-festival>