
Multisensory Approaches to Writing Instruction

Why the Global Market is Paying a Premium for This Skill Set

Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Digital Transformation | As companies undergo digital transformation, the need for effective writing and communication skills increases, resulting in higher demand for professionals with expertise in multisensory approaches to writing instruction | McKinsey Global Institute

Remote Work and Virtual Teams | With the rise of remote work and virtual teams, writing skills have become essential for effective communication and collaboration across global teams, driving up demand for this skill set | World Economic Forum

Artificial Intelligence and Automation | As AI and automation replace routine tasks, the need for human skills like writing, creativity, and critical thinking will continue to grow, making multisensory approaches to writing instruction a highly valued skill set | OECD