



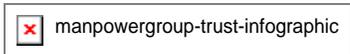
ManpowerGroup™

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Build a Culture of Trust to Create a Great Employer Brand

ManpowerGroup Solutions Encourages Employers to Harness the Power of Employees and Candidates as Brand Ambassadors

MILWAUKEE, April 14, 2015 /PRNewswire/ -- ManpowerGroup Solutions Recruitment Process Outsourcing (RPO), the global industry leader within ManpowerGroup (NYSE: MAN), released a new whitepaper today: *#TRUST: The Key Ingredient to a Great Employer Brand*. The paper examines why employers must promote authentic employee and candidate conversations on behalf of their brands in order to develop a strong Employer Value Proposition (EVP) and a winning corporate culture.



To download the paper, click [here](#).

"Organizations with great employer brands and strong corporate cultures attract top talent, have higher employee engagement and become employers of choice," said Sarah Peiker, ManpowerGroup Solutions RPO Practice Leader - EMEA. "With engaged, right-skilled talent, organizations can drive better business results and maintain their competitive advantage. Empowering employees to talk about their company externally can help employers create a winning corporate culture and a strong EVP."

Employee voices add credibility, authenticity and validity to brand conversations. Yet, the fact remains that many organizations do not trust employees to speak on their behalf. Citing potential financial or reputation risks, employers impose policies that restrict how and where brand conversations can occur. Despite employers' reluctance to empower employees to speak about them, brand conversations continue to take place online, particularly via social media. In fact, the likelihood of employees sharing both good and bad experiences about employers on social channels has more than doubled since 2012.

"Building a culture of trust requires leadership support and an investment of time and resources," added Peiker. "Employers must be transparent and share company information with employees. They must provide a platform for employees to express their opinions and genuinely engage in a dialogue. Giving employees and candidates something great to talk about demonstrates that companies care about their people and mission. It also enables authentic conversations that strengthen EVPs and employer brands."

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