



## Manpower Inc. Identifies Four Mega Trends That Are Transforming and Accelerating the Way the World Works

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DAVOS, Switzerland, Jan 26, 2010 /PRNewswire via COMTEX News Network/ -- Manpower Inc., a world leader in the employment services industry and a strategic partner of the Annual Meeting of the World Economic Forum, today announced four World of Work Mega Trends that are transforming where, when, why and how individuals and companies work.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060221/CGTU012LOGO>)

"In recent weeks, the status and significance of the rapidly expanding temporary workforce has been widely discussed - and woefully misunderstood," said Jeff Joerres, Manpower Inc. Chairman and CEO. "Companies will increasingly look to temporary workers to gain the flexibility and agility required to appropriately and strategically adjust to consumer demand. At the same time, individuals are increasingly exercising more choice when it comes to pursuing employment that meets their expectations and taps their motivations."

Manpower Inc. has identified four trends that should be top concerns for business leaders around the globe when planning their workforce management strategy throughout the recovery. They are:

- The **Talent Mismatch** is deepening as the working age population declines and the nature of work changes. These significant shifts in talent supply are transforming the global labor market.
- **Individual Choice** will be exercised by those with the skills that are most in demand, requiring companies to think differently about how jobs are defined and how they will attract and retain scarce talent.
- **Rising Customer Sophistication** requires businesses to work in a new way, driven by innovation and delivering greater value and efficiency.
- **Technological Revolutions** have the power to change where, when and how we work, enabling organizations to be more agile and innovative - if they know how to leverage it.

Business leaders around the world will need to ask themselves what the trends mean for their organizations and what they will do to respond to them, according to Manpower research. Organizations need to carefully consider their people practices, a critical element to navigating the changing world of work.

"As the economy rebounds, companies will need to prepare for a new normal, carefully adjusting their business strategy and evaluating their workforce," said Joerres. "In the past, access to capital gave companies their edge; soon talent will become the competitive differentiator and companies will compete for talent as rigorously as individuals now compete for jobs."

"Given these trends, the temporary workforce will lead the way as the world recovers and companies are forced to do more with less and meet consumers' ever-rising expectations," Joerres added. "To attract and retain these 'workforce accelerators' who offer highly specialized skills, smart companies will strive to create a workplace culture that is healthy, flexible and satisfying."

Note to editors: More of Manpower's extensive research about World of Work Trends is available at the discretion of Manpower's CEO. An executive summary of Manpower's World of Work Trends is available at [www.manpower.com/worldofwork](http://www.manpower.com/worldofwork). A sample of the yearlong body of research providing context and background for the trends is available <http://www.manpower.com/research/research.cfm>. These white papers are:

- **The 1Q2010 Manpower Employment Outlook Survey:** This forward-looking survey examines the hiring activities for 1Q2010 across 35 countries and territories.
- **The Global Talent Crunch: Why Employer Branding Matters Now:** This paper discusses the results of our 2009 Talent Shortage Survey and the need for organizations to build their employer brand in order to attract and retain the talent they need.
- **Rules of Engagement: Harnessing the Potential of the Contingent Workforce:** This paper describes why more organizations are turning to contingent employees to help them achieve strategic goals and better manage risk.
- **Social Networks vs. Management? Harness the Power of Social Media:** This paper shows how on-the-job use of social networks by employees holds the potential to transform the world of work.

### About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. With over 60 years' experience, the \$22 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,100 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).

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