



## Manpower Inc. Calls for Staffing Industry to Seize Opportunity to Shape Post-Recession Workforce

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LAS VEGAS, Oct 14, 2010 /PRNewswire via COMTEX News Network/ -- Manpower Inc. (NYSE: MAN), a world leader in innovative workforce solutions, will today caution staffing companies not to squander the opportunity they have to shape the post-recession workforce and put people back into employment when Chairman and CEO Jeff Joerres delivers a keynote address at the American Staffing Association's Staffing World 2010 titled, "The Future of Talent Management and Workforce Solutions."

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"Our industry has a pivotal role to play as the global economy gathers pace because, as employers continue to hesitate to commit to permanent hires and talent mismatches become more acute, they will look increasingly to the full range of solutions that staffing companies offer," said Joerres.

"Similarly, industry migrants who are looking to return to the labor market in a different sector, and workers seeking more flexible work arrangements will gravitate toward employment services companies, who are ideally placed to connect the two for the benefit of employers and employees alike."

To take advantage of the opportunities presented by the post-recession new normal, the industry must successfully tackle the three biggest challenges that it faces: commoditization, complexity and legislation.

- **Commoditization:** Staffing companies must guard against treating their greatest asset --people--as a product that can be pumped out to meet customer demand because clients will fail to get the value-added service they seek and candidates will feel disgruntled and alienated if viewed as a mere commodity.
- **Complexity:** The staffing industry has evolved over the past decade into a more sophisticated and complex business, and the days when companies merely looked for "emergency" stop-gap filling of vacancies are a distant memory. Contemporary clients are looking for a full suite of solutions to help them win, and trusted advisors who can provide expertise to help them navigate the changing world of work.
- **Legislation:** Employment services and human resources companies must keep abreast of the latest employment legislation around the world in order to uphold the integrity of the industry and to ensure they act in accordance with the employment issues at hand.

"There are many misconceptions about the industry which, if not challenged, can lead to it being saddled with a poor reputation," added Joerres. "We are not only providing bodies to fill positions on an as-needed basis; clients now demand valuable services to run their businesses more efficiently and therefore increase their profitability, while candidates seek better employment opportunities and a company that values its talent."

The trend for employers to do "more with less" is set to continue even as the economic environment improves necessitating a better and faster employer-employee match, more flexible workforces and outsourcing of non-core business functions that employment services companies can provide. Businesses will increasingly augment their permanent staff with a contingent workforce, giving them a dynamic mix that allows them to flex their workforce up or down as appropriate.

In addition to shifting demographics and the talent mismatch, and rising customer sophistication, the other major factors at play are individual choice and technological revolutions. Together, these comprise the four World of Work megatrends that Manpower identified as having a profound effect on how, when and where work gets done.

"Good people are hard to find, and scarce talent will have the power to exercise choice over where they work," added Joerres. "They will naturally gravitate toward industries which offer the best career development options, display a commitment to corporate social responsibility and contribute to the communities where they are located. The pace of technological change will also provide access to previously invisible pools of talent, and our industry needs to be at the forefront to attract the talent we need to service our clients."

Joerres was named The Most Powerful Person in Staffing by *Staffing Industry Review* magazine earlier this year. To learn more, visit:

<http://www.manpower.com/press/staffing.cfm>

### About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in innovative workforce solutions; creating and delivering services that enable its clients to win in the changing world of work. With over 60 years' experience, Manpower offers employers a range of solutions and 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 4,000 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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