



## Manpower Inc. Evolves to Anticipate Clients' Needs

March 30, 2011 at 5:01 AM EDT

MILWAUKEE, March 30, 2011 /PRNewswire/ -- Manpower Inc. (NYSE: MAN), the world's first innovative workforce solutions company, today announces it is differentiating and evolving its brand to reflect the new complexity and challenges brought by the Human Age. Manpower Inc. is changing its name to ManpowerGroup, reflecting the organization's global leadership in providing innovative workforce solutions for clients. ManpowerGroup is also revealing new logos that clearly connect the organization's working brands together, and reflect how the group of companies is built for solutions and speed.

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938LOGO-a>)

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938LOGO-b>)

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938LOGO-c>)

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938LOGO-d>)

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938LOGO-e>)

Unveiling the new parent company name and logo in New York with a simultaneous unveiling of signage at the company's world headquarters in Milwaukee, Jeffrey A. Joerres, Chairman, CEO and President of ManpowerGroup, explains: "We are pioneering what it means to be an innovative workforce solutions company not only for our industry, but for the wider business services sector and ultimately for the benefit of our existing and future clients and candidates. We have an unmatched global footprint with local expertise and understanding of each market in which we work, and take a holistic view of the world of work — gained by interviewing more than 12 million people each year and working with hundreds of thousands of companies of all sizes globally. This insight means we have a deep understanding of human potential and are uniquely positioned to offer innovative workforce solutions that help organizations and individuals win."

Post-recession, everyone has had to adjust to the fact that there will be no economic reset to "normal." Doing more with less has become the reality, and, for employers, business growth will now come from having access to talent rather than access to capital. ManpowerGroup has been monitoring the macro-economic forces and trends impacting the world of work for many years and this led the organization to uniquely identify a new world era at the World Economic Forum Annual Meeting in Davos earlier this year: the Human Age. This is the first age to be identified before the end of its era and represents a time when people themselves are beginning to take center stage, and unleashing human potential is becoming the key building block of growth. This evolution of the Manpower Inc. brand is designed to respond to this new world era, and marks the next chapter for a company that has pioneered what it means to deploy innovative workforce solutions.

Today's talent shortage and mismatch — in which employers are eager to hire the right talent, but can't identify the right candidates — demand a holistic global solutions provider, as ManpowerGroup research continues to reveal worldwide.

"We recognize that in order to successfully unleash the passion and potential of their workforce, employers need solutions that are tailored to their needs," adds Joerres.

To reflect this new reality, strengthen and better articulate its family of brands and suite of solutions, the company is differentiating its organization in a way that clearly defines what each of the ManpowerGroup brands stand for individually, while also strengthening the combined assets, that makes it easier to provide clients with dynamic and flexible solutions across the ManpowerGroup.

"We continue to evolve ourselves, anticipating the ever-increasing sophistication and needs of our clients, and developing a robust suite of innovative workforce solutions that are operationally grounded and strategically confront the complexity of the Human Age. As a company, we have seen this coming, we understand the challenge and we are ready to serve clients with the strongest suite of services and solutions in the industry," said Joerres.

ManpowerGroup is able to deliver solutions to clients across recruitment and assessment, training and development, career management, outplacement, outsourcing and workforce consulting. Together, ManpowerGroup's innovative workforce solutions deliver faster time to value to help clients win in the marketplace.

ManpowerGroup's suite of solutions includes:

- ManpowerGroup Solutions

Providing clients with human resources and outsourcing services and outcome-based workforce initiatives, ManpowerGroup Solutions shares in the risk and reward with its clients.

- Experis

The new name for ManpowerGroup's combined, consolidated professional resourcing business that will be rolled out over time. Experis is the global leader in professional resourcing and project-based workforce solutions that accelerate clients' businesses. With operations in more than 50 countries, Experis delivers 53 million hours of professional talent each year — specializing in IT, Engineering, Finance & Accounting and Health.

- Manpower

Manpower is the global leader in contingent and permanent recruitment workforce solutions and the core of ManpowerGroup's business. Its combination of global reach and local expertise allows for greater flexibility and agility to respond to changing business needs, providing a continuum of staffing solutions.

- Right Management

Right Management is the world's largest outplacement company and world leader in talent and career management workforce solutions, focused on increasing productivity and optimizing business performance to help clients win.

## About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our \$19 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,900 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. By connecting our deep understanding of human potential to the ambitions of clients, ManpowerGroup helps the organizations and individuals we serve achieve more than they imagined — because their success leads to our success. And by creating these powerful connections, we create power that drives organizations forward, accelerates personal success and builds more sustainable communities. We help power the world of work. The ManpowerGroup suite of solutions is offered through ManpowerGroup™ Solutions, Manpower®, Experis™ and Right Management®. Learn more about how the ManpowerGroup can help you win in the Human Age at [www.manpowergroup.com](http://www.manpowergroup.com).

Enter the Human Age at: [www.manpowergroup.com/humanage](http://www.manpowergroup.com/humanage).

Follow ManpowerGroup Chairman and CEO Jeff Joerres on Twitter: [twitter.com/manpowerceo](https://twitter.com/manpowerceo).

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