



## Economist Article Recognizes Humans as Driving Force Behind Changes in the Way the World Works

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MILWAUKEE, June 1, 2011 /PRNewswire/ -- *The Economist*, a globally-recognized international affairs magazine, has reported that scientists and academics are increasingly reaching a consensus that the impact of human activity has so dramatically shaped the Earth as to herald a new geological age. The power of human potential was also identified by ManpowerGroup (NYSE: MAN), the world leader in innovative workforce solutions, earlier this year as being behind the dawn of the Human Age, where access to talent has replaced access to capital as the key economic differentiator.

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938L.OGO-a>)

In this new reality, ManpowerGroup announced that the power of people has emerged as the catalyst for change and the global driving force — economically, politically and socially. In an article titled, "The Anthropocene: A Man-made World," *The Economist* explained that the impact of human activity has changed the world so as to herald the dawn of the Anthropocene — "the recent age of man."

"The Human Age, identified by ManpowerGroup, and the Anthropocene both acknowledge the incredible power of human potential, and in both cases successfully adapting to this new reality will be determined by our ability to tap into the passion, creativity, and innovation of that inner human potential," said Jeffrey A. Joerres, ManpowerGroup Chairman and CEO. "The only solution to the chaos and complexity resulting in each case is by channeling and unleashing the power of that potential."

The *Economist* article says that it may seem far-fetched that human intelligence is changing the world, "but dam by dam, mine by mine, farm by farm and city by city it is remaking the Earth before your eyes."

The implications of the new age, both scientifically and for the world of work, are far-reaching, and a recent *BBC News* article also looked at the Anthropocene, with Professor Will Steffen of the Australian National University commenting on the increased velocity of change that has seen the human population, and more significantly, the global economy increase dramatically since the end of the Second World War.

"The shifting demographic landscape, people's ability to leverage ever improving technology, the rise of individual choice and the continuing pressure to do more with less are all forces that are converging to increase the velocity of change in the Anthropocene — manifesting itself as the Human Age," added Joerres. "Employers also need to react to these changes, meaning it is more important than ever to have the right talent in place to capitalize on the innovation, creativity and collaboration of their people so they can be flexible and agile."

ManpowerGroup announced at the World Economic Forum Annual Meeting in January 2011 that the world has entered the Human Age, the culmination of a number of epic shifts that are transforming the world. Emerging markets are now outpacing mature markets in terms of economic growth; employees are increasingly choosing how, where and when they want to work instead of employers dictating terms; migration for work is becoming more commonplace as talented individuals can mobilize anywhere in the world; and instead of working "for" an organization, individuals are working with an organization — helping the company achieve its business strategy in return for a rewarding career and development opportunities;

The full text of the *Economist* article, "A Man-made World," can be read online at <http://www.economist.com/node/18741749>. The full text of the *BBC* article, "Anthropocene: Have Humans Created a New Geological Age?" can be read at: <http://www.bbc.co.uk/news/science-environment-13335683>

### 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 ManpowerGroup can help you win in the Human Age at [www.manpowergroup.com](http://www.manpowergroup.com).

In January 2011, at the World Economic Forum Annual Meeting in Davos, Switzerland, ManpowerGroup announced the world has entered the Human Age, where talent has replaced capital as the key competitive differentiator. Learn more about this new age at [www.manpowergroup.com/humanage](http://www.manpowergroup.com/humanage)

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

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