



Workforce Strategy Is Not a Priority among Global Companies, According to New ManpowerGroup Survey

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MILWAUKEE, Aug. 29 2012 /PRNewswire/ -- **ManpowerGroup** (NYSE: MAN), the world leader in innovative workforce solutions, reports that while the Human Age demands flexible workforce models and long-term HR planning to win today's wars for hard-to-find skilled talent, 78% of surveyed employers in a new ManpowerGroup global survey, conducted by the company's Strategic Workforce Consulting (SWC) business, either lack a workforce strategy or struggle to implement one.

(Logo: http://photos.prnewswire.com/prnh/20110330/CG73938L_OGO-a)

"All companies, large and small, need a workforce strategy to succeed in the Human Age," said Owen Sullivan, ManpowerGroup President of Specialty Brands. "Without a strategy for structuring flexible work models, it's impossible to adjust to fluctuating demand for products and services. Winning companies are able to identify and recruit the right mix of part-time, full-time and skilled talent to meet real-time and future needs."

Globally, only 38% of the respondents regard HR as a full business partner.

ManpowerGroup Solutions' SWC works to ensure that a company's business and workforce strategies are aligned. Read about SWC's work in creating critical skills clusters in the [State of Wisconsin](#).

"For any growing employer and economy to thrive in the Human Age — an era marked by increasingly scarce skilled talent — employers will require direct and immediate access to talent through contemporary work models," said Jonas Prising, ManpowerGroup President of the Americas.

The new report's results also points to the fragility threatening small and medium enterprises (SMEs), which require the right framework and resources needed to grow. Facilitating the growth of SMEs, which play a critical role in sustaining economies, was one recommendation presented by the World Economic Forum Business 20 (B20) Task Force on Employment at the G20 Leaders' Summit in Mexico in June. The B20 task force is co-chaired by ManpowerGroup Chairman and CEO Jeff Joerres.

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 \$22 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 3,600 offices in 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.

ManpowerGroup is the most trusted brand in the industry, and was once again the only company in our industry to be named to the Ethisphere Institute's 2012 World's Most Ethical Companies list for our proven commitment to ethical business practices, including an outstanding commitment to ethical leadership, compliance practices and corporate social responsibility.

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. This concept of talentism as the new capitalism continues to resonate and was echoed as a core theme of the 2012 Annual Meeting of the World Economic Forum in Davos. Learn more about this new age at www.manpowergroup.com/humanage.

Gain access to ManpowerGroup's extensive thought leadership papers, annual Talent Shortage surveys and the Manpower Employment Outlook Survey, one of the most trusted indices of employment activity in the world, via the ManpowerGroup World of Work Insight iPad application. This thought leadership app explores the challenges faced by employers navigating the changing world of work and provides in-depth commentary, analysis, insight and advice on strategies for success.

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