



## Improve Employability Profiles to Enhance Employment Security, ManpowerGroup Advises U.S. Workers

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MILWAUKEE, Nov. 2, 2012 /PRNewswire/ -- ManpowerGroup (NYSE: MAN), the world leader in innovative workforce solutions, encourages individuals to focus on improving their long-term employment security by tapping accessible development tools, as the U.S. Bureau of Labor Statistics today reported the overall October jobless rate ticked up to 7.9 % from the September's 7.8% rate. The U.S. private sector added 171,000 new jobs last month, while September's jobs figure was revised from 114,000 to 148,000 and August's job figure was revised from 142,000 to 192,000.

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Employment rose in professional and business services, health care, and retail trade. The U.S. economy averaged about 146,000 new jobs per month in the third quarter.

"Companies today need to fill roles in brand-new niche functions that require a blend of sub-specialties," said Jeffrey A. Joerres, ManpowerGroup Chairman and CEO. "In the Human Age, individuals can boost their candidacy for such opportunities by seeking out the most contemporary education available. Job-specific training is increasingly accessible via the Internet. Also, work to find mentors and trade groups committed to developing in-demand technical and soft skills in individuals."

ManpowerGroup's details the processes and templates that employers should use in developing "Job Success Profiles" and that employees should use in developing "Employability Profiles" in [Hire and Retain the Best with Success Mapping: New Models for Unlocking Human Potential](#). This paper also digs into the core workplace skills and competencies that are driving the world's talent shortage.

"Motivated individuals who effectively own both the process of developing skills demanded by employers in the future and the marketing of their new skills are more readily noticed by employers," Joerres added.

In South Dakota, where unemployment remains under 5%, ManpowerGroup has been hired by the state as part of an effort called "South Dakota Wins" to recruit more than 1,000 new workers across the U.S. for open positions. Jobs range in industries from manufacturing to engineering to information technology. <http://www.southdakotawins.com>

The Manpower Employment Outlook Survey for Q4 in the United States was the strongest fourth quarter outlook in five years. According to seasonally adjusted data, hiring intentions have grown increasingly confident throughout the last three years with no declines in the Net Employment Outlook quarter-over-quarter.

The continued climb in confidence marks three years of gradually improving hiring intentions, which were preceded by three quarters of pessimistic employment plans. Hiring intentions continue to climb with employers in 49 out of 50 states reporting positive hiring intentions. Similarly, employers in 99 out of the 100 largest Metropolitan Statistical Areas report positive hiring intentions to close out the year.

According to ManpowerGroup's 2012 Talent Shortage Survey results, 49% of U.S. employers struggle to fill mission-critical positions. Skilled trades, engineering and IT positions continue to rank among the top 10 hardest jobs to fill, year after year.

### 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 nearly 3,900 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](http://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](http://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.

Follow ManpowerGroup Chairman and CEO Jeff Joerres on Twitter: [twitter.com/manpowergroupji](https://twitter.com/manpowergroupji). Joerres is one of only 20 Fortune 500 CEOs who leverages a Twitter account to get his message out.

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