Talent Solutions Right Management Launches "The Right Way": A Human-Centered Approach to Workforce Transformation

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MILWAUKEE, April 22, 2025 /PRNewswire/ -- Talent Solutions Right Management, a global talent management provider of outplacement, coaching, and assessment solutions and part of the ManpowerGroup (NYSE: MAN) family of brands, today unveiled its strategic brand evolution, "The Right Way" – a human-centered, data-backed framework designed to align business strategy with workforce development for sustained organizational success.



The updated brand strategy emphasizes Right Management's commitment to transforming organizations through people-focused career development. At the heart of the new identity is the distinctive "The Right Way loop" – a powerful design element featuring crisp typography, and a vibrant, modernized color palette. This weaves together the Right Management name with the brand narrative, creating a unique visual symbol of purpose, positioning, and identity. The Right Way loop will become instantly recognizable across all brand touchpoints.

"Our refreshed approach is guided by the insight that there is a 'Right Way,' a human-centered, career-focused way, to help shape your workforce and empower employees to transform organizations for the future," said Caroline Pfeiffer Marinho, SVP, Right Management, Global. "This comprehensive brand reimagining goes beyond a simple visual update. It's about refining our story, messaging, and market presence to stand out and showcase our leadership in the industry. It is founded in our belief that the 'Right Way' to transform an organization is through its people; and that stellar careers create outstanding organizations."

A Human-Centered, Data-Driven Approach
Right Management's evolved approach is built on three foundational pillars:

1. **Data-Driven Insights**: Advanced technology providing actionable workforce intelligence
2. **Career-Focused Coaching**: Personalized development programs that nurture meaningful careers
3. **Measurable Outcomes**: Creating stronger bonds between people and organizations with tangible results

These pillars support three comprehensive solution areas:

- **Assessment & Analytics**: Global deployment of best-in-class assessment tools with strategic data analysis to guide talent investment decisions
- **Executive & Leadership Coaching**: High-touch coaching delivered through an optimized technology platform with appropriate visibility into development journeys
- **Career Transition & Outplacement**: Compassionate, comprehensive support for employees at all levels transitioning to their next career opportunity

"Our 'State of Careers' report reveals that today's employees have fundamentally reevaluated what they want from work," Karel van der Mandele, SVP, Right Management, North America noted. "They seek meaningful career journeys, coaching and development, and organizations aligned with their values. Right Management bridges the gap between engagement and long-term loyalty through human-centered solutions built on empathy and understanding."

The brand evolution strengthens Right Management's market positioning while delivering a more distinctive experience for clients, candidates, and partners. The refreshed approach will be implemented across all global markets starting this month.

For more information about Right Management's evolved approach, visit mpgtalentsolutions.com/en/our-brands/right-management and right.com/en

ABOUT TALENT SOLUTIONS RIGHT MANAGEMENT
Talent Solutions combines our leading global offerings – **RPO**, **TAPFIN-MSP** and **Right Management** – to help organizations address their complex

workforce needs. Talent Solutions leverages our deep industry expertise and understanding of what talent wants to provide end-to-end, data-driven capabilities across the talent lifecycle. From talent attraction and acquisition to upskilling, development and retention, we provide seamless delivery, leveraging best-in-class technology and extensive workforce insights across multiple countries at scale. Right Management, part of the ManpowerGroup® family of brands – including **Manpower** and **Experis** – is our global talent management offering for outplacement, career management and leader development solutions.

For more information, visit **right.com**, or follow us on **LinkedIn** and **Facebook**.

ABOUT MANPOWERGROUP
ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis, and Talent Solutions – creates substantially more value for candidates and clients across more than 70 countries and territories and has done so for more than 75 years. We are recognized consistently for our diversity – as a best place to work for Women, Inclusion, Equality, and Disability, and in 2025 ManpowerGroup was named one of the World's Most Ethical Companies for the 16th time – all confirming our position as the brand of choice for in-demand talent.

For more information, visit www.manpowergroup.com, or follow us on LinkedIn, Facebook, and Bluesky.

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