



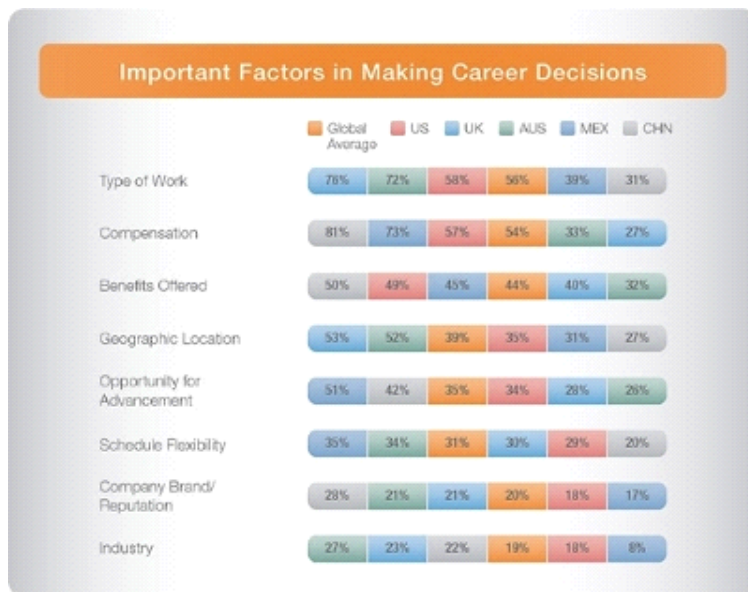
ManpowerGroup™

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## What in the World Do Job Seekers Want? Global Trends and Unique Preferences Emerge Across Countries and Generations

**New report from ManpowerGroup Solutions shares recommendations for attracting and retaining talent across the globe**

MILWAUKEE, March 22, 2016 /PRNewswire/ -- Candidate motivations for changing jobs vary by geography and generation, according to a global study from ManpowerGroup Solutions, the world's largest RPO provider, part of ManpowerGroup (NYSE: MAN). Key findings from the study are available in a new paper, "[Below the Surface: Emerging Global Motivators and Job Search Preferences.](#)" In addition to highlighting the differences and similarities between job seekers around the world, the paper also provides "7 Keys to Attracting and Retaining Talent Globally."



Click the link to download *Below the Surface: Emerging Global Motivators and Job Search Preferences*:  
<http://manpowergroupsolutions.com/manpowergroup-solutions/Home/Thought+Leadership/Explore+White+Papers/Below+the+Surface>

"As the talent shortage grows, making it more difficult to find candidates with the right skills, businesses should understand exactly what job seekers look for," said Kate Donovan, Senior Vice President of ManpowerGroup Solutions and Global RPO President. "People with in-demand skills are making different career choices today based on lifestyle preferences and beliefs, which complicates traditional recruitment models and forces companies to think differently about their recruitment and workforce management strategies. The insights found in this survey can help companies tailor their strategies to better attract and retain top talent."

ManpowerGroup Solutions surveyed nearly 4,500 job seekers in key global markets to identify trends and market-based differences around job search practices and motivators for change. The results can help employers find better ways to attract and retain the world's top talent. While there are a number of universal motivators among candidates around the world, the survey results identified some unique differences between markets and generations.

"A person's job role is an important differentiator in developed markets - as high as 76 percent in the UK - but in markets like Mexico and China, it's as low as 31 percent," said Jim McCoy, Vice President of ManpowerGroup Solutions and RPO Practice Lead. "So what's important for candidates in countries like Mexico and China? It still comes down to compensation - 73 and 81 percent, respectively, compared to just 27 percent in the UK."

The regional differences do not end there. Job seekers in China rank company reputation highly; Mexico shows very little preference towards industry. Both use social media to research their potential workplaces much more so than developed markets.

Several generational differences were revealed in the study, including Gen Y's desire for better onboarding, upward mobility and the need for employers to value corporate social responsibility. These findings point to the importance of several emerging best practices among employers, which are shared in the paper.

"From bold new strategies that involve collaboration within industries, to old-fashioned boots-on-the-ground tactics, employers need to customize their outreach to attract and retain the best talent across the globe," McCoy said.

To download "Below the Surface: Emerging Global Motivators and Job Search Preferences," click here:

<http://manpowergroupsolutions.com/manpowergroup-solutions/Home/Thought+Leadership/Explore+White+Papers/Below+the+Surface>

### **About ManpowerGroup Solutions**

ManpowerGroup Solutions provides clients with outsourcing services related to human resources functions, primarily in the areas of large-scale recruiting and workforce-intensive initiatives that are outcome-based, thereby sharing in the risk and reward with our clients. Our solutions offerings include Talent Based Outsourcing, Managed Service Programs, Borderless Talent Solutions, Language Services and Recruitment Process Outsourcing, where we are one of the largest providers of permanent and contingent recruitment in the world. ManpowerGroup Solutions is part of the ManpowerGroup family of companies, which also includes Manpower, Experis, and Right Management. More information about ManpowerGroup Solutions is available at [www.manpowergroupsolutions.com](http://www.manpowergroupsolutions.com).

### **About ManpowerGroup**

ManpowerGroup® (NYSE: MAN) is the world's workforce expert, creating innovative workforce solutions for more than 65 years. As workforce experts, we connect more than 600,000 people to meaningful work across a wide range of skills and industries every day. Through our ManpowerGroup family of brands - Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions - we help more than 400,000 clients in 80 countries and territories address their critical talent needs, providing comprehensive solutions to resource, manage and develop talent. In 2016, ManpowerGroup was named one of the World's Most Ethical Companies for the sixth consecutive year and one of Fortune's Most Admired Companies, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup makes powering the world of work humanly possible: [www.manpowergroup.com](http://www.manpowergroup.com).



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