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## Only Scalable Strategies Will Solve the Youth Crisis, ManpowerGroup Reports

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WASHINGTON, Sept. 12, 2012 /PRNewswire/ -- ManpowerGroup (NYSE: MAN), the world leader in innovative workforce solutions and World Economic Forum (WEF) strategic partner, released a report today at Making Cents International's Global Youth Economic Opportunities Conference that calls on governments to closely collaborate with companies and educators in developing and scaling the massive initiatives needed to increase the number of work opportunities available for young people.

(Logo: <http://photos.prnewswire.com/prnh/201110330/CG73938LOGO-a>)

The new report, "How Policy Makers Can Boost Youth Employment" supplements "Wanted: Energized, Career-Driven Youth," a ManpowerGroup paper published earlier in 2012 which focuses on how businesses can lead youth mentoring, recruiting and career development initiatives. Making Cents International enables organizations around the world to adopt strategies to create quality employment and entrepreneurship opportunities for youth and other vulnerable persons.

"Public awareness of the rising number of jobless youth has intensified over the last decade," said David Arkless, ManpowerGroup's President of Global Corporate and Government Affairs. "The Human Age's new talent-based economy offers tremendous opportunities but it also demands more specialized skills from new workers."

"Today's efficient economy is not guaranteed to create enough jobs for all young people who want to work," Arkless added. "Without aggressive and proactive job creation and youth employment strategies both developed and developing countries face growing job scarcity, social tensions, and a lost generation of young people."

"We're pleased that ManpowerGroup released its report at this year's conference," said Fiona Macaulay, Founder and CEO of Making Cents. "With more than 75 million young people unemployed across the globe, we need to find the best ideas out there and scale them rapidly, to quickly broaden the impact across regions."

Making Cents' Global Youth Economic Opportunities Conference is one of the leading global forums for world-class practitioners and experts to get together and share ideas for helping young people.

The new ManpowerGroup report targets effective concepts and actual practices in four areas: creating jobs and promoting entrepreneurship; helping young people acquire economically relevant skills; assisting youth's workforce entry; and developing national strategies for scaling career development programs. In preparing the report, ManpowerGroup interviewed more than 50 leading innovators, practitioners, and researchers in the field of youth employment, as well as drawing on its own global experience with youth-oriented workforce development.

ManpowerGroup's new report will be available this week at [www.manpowergroup.com/research](http://www.manpowergroup.com/research).

### About Making Cents International

Making Cents International is a dynamic social enterprise that has been increasing economic opportunities in developing countries for more than twelve years. We are known as a source of high quality technical services, and a thought leader in the economic growth arena. Our training, technical assistance, and knowledge management activities consistently improve the ability of target populations - especially youth, women, smallholder farmers, and vulnerable populations - to begin and grow businesses, participate in profitable value chains, access finance, and obtain meaningful work. Our services are based on an appreciation of client assets and market needs, local capacity building, and a desire to achieve greater sustainable results. Our success is grounded on core competencies that focus on innovation, quality, teamwork, communication, leadership, and knowledge management. Making Cents is based in Washington, D.C. and currently has a network of associates and consultants around the world. We have provided specialized technical assistance and curricula in over 50 countries in Africa, Asia, the Americas and Caribbean, Europe, and the Middle East. Learn more about Making Cents International at: <http://www.makingcents.com/>

### 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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