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## ManpowerGroup Details How to Align Workforce and Business Strategies At World Human Resources Congress

September 26, 2012

MELBOURNE, Australia, Sept. 26, 2012 /PRNewswire/ -- ManpowerGroup (NYSE: MAN), the world leader in innovative workforce solutions and associate sponsor of the 14<sup>th</sup> World Human Resources Congress in Melbourne, Australia, today led a panel discussing the challenges companies face in attracting and retaining top talent in the Human Age, and identifying potential solutions to accelerate business success.

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938/LOGO-a>)

Darryl Green, ManpowerGroup President of Asia Pacific and Middle East, kicked off the panel by presenting key themes, including how the Asia-Pacific region can maintain its world economic status; the shift from capitalism to talentism in the normal now of the Human Age; the impact of escalating talent shortages and how businesses can overcome these shortages by aligning workforce and business strategies.

"Translating a workforce strategy into practical actions is a significant challenge facing companies in the Human Age, an era in which skilled talent is increasingly scarce, yet increasingly the competitive differentiator," said Green. "Across the region and globally, the companies that will succeed going forward will be those that are not only able to pinpoint in-demand skilled talent, but are able to align needed skills with business demands.

ManpowerGroup's 2012 Talent Shortage Survey found that 45% of employers in the Asia-Pacific region are having difficulty sourcing the right talent — considerably higher than the global average of 34%. To bridge this gap, a robust workforce strategy must be balanced with flexibility as demand fluctuates amid Human Age volatility. Human resources departments need to take their rightful place as strategic functions in order to translate workforce strategies into practical tactical actions.

Alarming, ManpowerGroup's 2012 Workforce Strategy Survey of nearly 11,000 global employers, found most are operating without a fully implemented workforce strategy. Globally, only 38% of the respondents regard HR as a full business partner. And in Asia, only 19% of the respondents have a fully implemented strategy, reflecting growing complacency among business leaders.

"Human Age workforces are the most diverse in history — generationally, virtually, culturally and geographically," added Green. "It can be very challenging to create and then manage such a diverse workforce, requiring increasingly complex and agile strategies to manage varied motivations and expectations against the backdrop of an unpredictable economic environment."

The "Attracting Asia Pacific's Top Talent in the Human Age" panel was moderated by Robert Milliken, Australia Correspondent for the *Economist* magazine.

Other panellists were:

- Phil Minns - Deputy Director General Government Group, NSW Department of Premier and Cabinet
- Sharon Tan, ANZ Global Head of Recruitment, Onboarding and Resourcing Services
- Robert Orth, IBM Australia/New Zealand's Director of Human Resources
- Mark Polglaze, GM Holden's Executive Director of Human Resources

More details on ManpowerGroup's participation at the World Human Resources Congress can be found at: <http://www.manpowergroup.com/press/hrcongress2012.cfm>

### 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.

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