



ManpowerGroup™

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Digitize, Transform and Lead: ManpowerGroup Introduces Avatar 'Zara' and Launches new DigiQuotient to Assess Readiness to Lead through Digital Transformation

ManpowerGroup Champions High-Tech High-Touch Leadership Solutions at World Economic Forum Annual Meeting

DAVOS, Switzerland, Jan. 22, 2018 /PRNewswire/ -- ManpowerGroup (NYSE: MAN) blends the best of technology and human ingenuity with its innovative and practical approach to helping organizations lead through transformation at the World Economic Forum Annual Meeting in Davos, Switzerland. The leading global workforce solutions company is showcasing its latest innovations — the Digital Room which assesses digital fluency, hosted by the organization's newest addition, Zara the avatar — and the *DigiQuotient*, a scientifically validated quiz that helps leaders assess readiness to lead in the digital age, available at digiquote.io.

The impact of technology on organizations of every size and sector is accelerating, and by 2020, 30 percent of industry revenues will come from new business models¹. With this pace of disruption, leaders must be ready to lead rapid digital transformation to capture opportunity and compete.

"Transforming your workforce for the digital age has immense potential to create value for business, change consumers' lives and unlock broader societal benefits — as long as leaders are ready," said Jonas Prising, ManpowerGroup Chairman & CEO. "Transformation has to start at the top and leaders need to lead differently today than they may have done in the past. Wherever companies are on their digital journey, the path is clear: they need to be more agile than ever to unleash human potential, develop skilled talent and pair it with the best technology. That's why we are pleased to be testing our new technology in Davos — the biggest gathering of leaders in the world — to help organizations assess readiness to lead in the digital age."

Zara the avatar, supported by artificial intelligence, asks scientifically validated questions developed by ManpowerGroup's Right Management career and leadership experts. The immersive experience, hosted in the Digital Room, measures verbal and non-verbal responses including body language, voice and focus, to assess an individual's readiness to lead in the digital age. The *DigiQuotient* maps shared characteristics with high-profile leaders based on Industrial and Organizational Psychology, the scientific study of human behavior in the workplace.

Prising leads ManpowerGroup's delegation in Davos, including: Mara Swan, Executive Vice President, Global Strategy and Talent; Stefano Scabbio, President Northern Europe and Mediterranean & Eastern Europe; Mónica Flores Barragán, President of ManpowerGroup Latin America; and Alain Roumilhac, President of ManpowerGroup France.

ManpowerGroup delegates will be leading discussions around:

- | "The Digital Skills Imperative" Jan. 23 (Jonas Prising)
- | "The Future of the Workplace: Why Experience in the Workplace is Critical to CEO Success" Jan. 23 (Mara Swan)
- | "Future of Work" Jan. 23 (Alain Roumilhac)
- | "Roundtable on Digital Economy" and "Building Communities: The Future of Employment in Manufacturing and Production" Jan. 25 (Stefano Scabbio)
- | "Maximizing Return on Digital" Jan. 25 (Jonas Prising)

To take the *DigiQuotient* and find out your readiness to lead, visit digiquote.io.

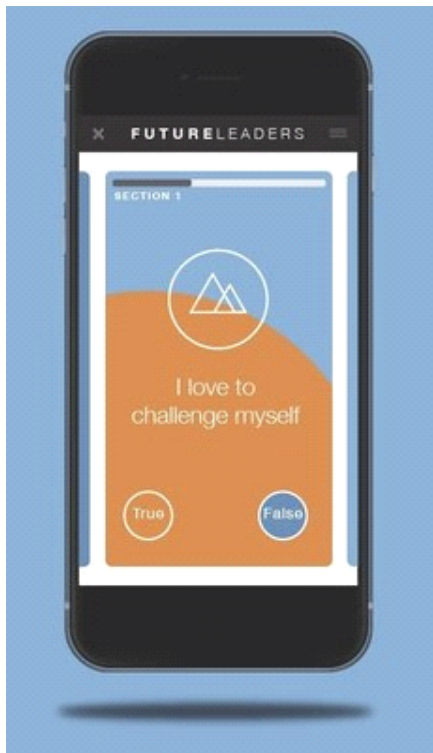
For updates from ManpowerGroup at the World Economic Forum Annual Meeting, visit wef.manpowergroup.com.

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 over 400,000 clients and connect 3+ million people to meaningful, sustainable work across a wide range of industries and skills. Our expert family of brands - Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions - creates substantially more value for candidates and clients across 80 countries and territories and has done so for nearly 70 years. In 2017, ManpowerGroup was named one of the World's Most Ethical Companies for the seventh 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 is powering the future of work: www.manpowergroup.com

¹ Disruptive Trends That Will Transform the Auto Industry, McKinsey & Company (2016)



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