



ManpowerGroup™

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Human Resources Must Evolve to Tackle Global Talent Shortages, Says ManpowerGroup

HR Leaders Need to Become Supply and Demand Experts, Marketers and Designers

MILWAUKEE, June 17, 2014 /PRNewswire/ -- ManpowerGroup (NYSE: MAN), the world's workforce expert, today identified three distinct roles human resources (HR) leaders must play to ensure talent sustainability for their organizations in its new insights paper, "*The Talent Shortage Continues: How the Ever Changing Role of HR Can Bridge the Gap.*" The paper is available for download [here](#).

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ManpowerGroup's ninth annual Talent Shortage Survey, [released on May 30](#), highlighted that the global talent shortage is at a seven-year high as 36 percent of employers globally cannot fill open jobs. The paper explains that, with no end to the problem in sight, HR leaders are the one group with the expertise and influence to reshape their companies' talent-base. They must now adopt the roles of supply and demand experts, marketers and designers.

"Macroeconomic forces continue to decrease margins, creating a need for organizations to do more with less and to have a workforce that is more agile and productive," said Jonas Prising, ManpowerGroup CEO. "The answer rests with HR leaders, who must possess the strategic capability to ensure a sustainable workforce and the talent their organizations need to achieve their business objectives."

HR leaders can bridge the skills gap by evolving their role in three critical ways:

- **Supply and Demand Experts:** HR leaders must provide market intelligence supported by relevant data, understanding their internal and external talent supply and how forces are shaping the availability of required skills.
- **Marketers:** In a world of talent shortages, HR's role has expanded to include attracting and retaining customers (i.e., talent), in the same way that marketers segment and target consumers of the company's products and services.
- **Designers:** A different way of thinking is required to cultivate communities of work and balance the employment mix to include contingent, fully outsourced, partially retired and other workers.

For more details on talent shortages around the world, visit our new Talent Shortage [Interactive Explorer Tool](#) and [global infographic](#).

ManpowerGroup (NYSE: MAN) surveyed more than 37,000 employers in 42 countries and territories during the first quarter of 2014 to explore the impact of talent shortages on the global labor market and how employers are responding to the challenges raised by the lack of available talent in specific job categories. This is the ninth consecutive year that the survey has been conducted.

About ManpowerGroup

ManpowerGroup™ (NYSE: MAN) has been the world's workforce expert, creating innovative workforce solutions, for more than 65 years. As workforce experts, we connect more than 600,000 men and women 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 2014, ManpowerGroup was named one of the World's Most Ethical Companies for the fourth 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.



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