



## Social Responsibility Key to Attracting Top Talent

### According to Latest Findings From Kelly Services' International Survey

TROY, MI, Oct 28, 2009 (MARKETWIRE via COMTEX News Network) -- Organizations with strong social responsibility practices are being viewed as "employers of choice" by today's job seekers across the globe who overwhelmingly prefer companies that focus beyond performance outcomes and promote larger social goals, according to the latest findings from an international workplace survey.

The survey, by global workforce solutions leader Kelly Services, finds employees across all age generations and regions gravitate to organizations with well developed social, ethical and environmental policies. In deciding where to work, baby boomers (aged 48-65) were found to be even more discerning than their younger Gen Y (aged 18-29) and Gen X (aged 30-47) colleagues.

Major public issues such as a company's reputation for strong ethical practices have become critical factors in choosing where to work, even to the point where many employees are prepared to sacrifice pay or promotion in order to work for organizations that are actively engaged in good social responsibility practices. More specifically, concerns about ethical behavior outweigh concerns about the environment by all generations, when making employment choices.

The findings are part of the [Kelly Global Workforce Index](#), which obtained the views of approximately 100,000 people in 34 countries covering North America, Europe, and Asia Pacific.

Kelly Services Executive Vice President and Chief Operating Officer George Corona says organizations that develop effective social, ethical and environmental policies and procedures have a definite advantage when it comes to attracting key talent.

"Employees gain a sense of fulfillment when their employer is focused not only on the bottom line but also on initiatives and practices which have a connection with the communities in which they operate. There is a great deal of pressure on organizations to meet higher standards of corporate and ethical behavior and to play an appropriate role on issues affecting the environment," Corona says.

Among the key findings of the survey:

- Almost 90 percent of respondents say they are more likely to work for an organization that is considered ethically and socially responsible, something that is consistent across all age generations.
- 80 percent are more likely to work for an organization that is considered environmentally responsible, a figure that is considerably higher among older age groups.
- In deciding where to work, an organization's reputation for ethical conduct is considered 'very important' by 65 percent of Gen Y, 72 percent of Gen X, and 77 percent of baby boomers.
- 46 percent of Gen Y would be prepared to forego pay or promotion to work for an organization with a good reputation, rising to 48 percent for Gen X and 53 percent for baby boomers.
- In deciding where to work, policies to address global warming are considered 'very important' by 31 percent of Gen Y, rising to 35 percent among Gen X and 36 percent for baby boomers.

The findings demonstrate the important link between social responsibility and strategies aimed at attracting and retaining high quality staff.

"Not only do firms with high ethical and community standards have greater success in recruiting and retaining good quality staff, they also send a powerful message about the type of person they want as part of their organization," Corona concludes.

For more information on the survey results, visit [www.kellyservices.com](http://www.kellyservices.com).

#### About the Kelly Global Workforce Index

The Kelly Global Workforce Index is a survey revealing opinions about work and the workplace from a generational viewpoint. Results of the current findings from across Kelly's global operations in North America, Europe, and Asia Pacific will be published throughout 2009 in a series of six releases.

#### About Kelly Services

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a world leader in workforce management services and human resources solutions. Kelly offers a comprehensive array of temporary staffing, permanent placement, outsourcing, and consulting services. Kelly serves clients around the globe and provides employment to 650,000 employees annually. Revenue in 2008 was \$5.5 billion. Visit [www.kellyservices.com](http://www.kellyservices.com).

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