

winter-gram

When replying

Refer to:

to ALL OFFICES

date October 29, 1969

subject ASK THE PRESIDENT
SERIES

RE: OUR COMPANY'S MISSION

We got to talking the other day and the question was asked:

"DOES THE COMPANY HAVE A MISSION BEYOND MAKING A
PROFIT FOR ITS STOCKHOLDERS?"

I quickly stated my opinion:

"I CERTAINLY BELIEVE THAT MANPOWER HAS A MISSION
IN LIFE."

Let me elaborate a little on this. I have often tried to estimate the number of people who come through our front and back doors during the course of a year, worldwide, seeking employment. I suppose a fair guess would be that there are between 4 and 5 million people who come through our doors. Of this number we employ 400,000.

1. Let's talk about the 4 million people to whom we don't give jobs. Who are these people? Many of them are unable to meet our tests. Some are students with no skills. Some are too old. Others have been out of work for so long and do not appear to have good work habits. Just think that a tremendous instrument for good we could be in our company if we were, in some way, able to make these 4 million people employable. Let's assume that each one is part of a family of four people. This could easily be sixteen million people whose lives could be affected by what we say and do.

Yes, I say to you that we have a mission to improve the skills of people wherever they may be... in whatever part of the world they live. I, personally, believe if a man or woman desperately needs work and gets a paycheck from us, his or her self-confidence could be restored. There's nothing that will build self-respect more than for a man to be able to drop a paycheck on his kitchen table and say: "I've earned this money for my family." Wouldn't you agree that part of our

(over)

mission in Manpower is to work with these four million people to help them make a better adjustment to life through a proper work experience? I am not advocating that we hire people who do not have the necessary skills. Our customers would not permit us to do that. However, I think we have a mission to talk to people about their inadequacies... consult with them... advise them and help them get the skills they need to get a job. We are just starting in this area. We've got a long ways to go before we can say: "MISSION ACCOMPLISHED!"

2. Now let's talk about the four hundred thousand people who work for us during the course of a year. What's our mission in respect to them? I say we have a great responsibility towards these people who rely tremendously on us for either their livelihood or to help them meet emergencies which seem to be coming to people more frequently than they did in the past. We have a mission to treat these people as decent human beings. We can't take a "holier than thou" attitude. We can't look down our noses because we have made it and they have not. We have got to help them by making certain that we give them jobs they can perform... jobs which are not way over their heads and doomed to failure. We have to make certain they look upon us as a friend. So many people today lack the feeling of being needed. We have a beautiful opportunity to give our people the feeling of being needed.

Oh, I suppose I sound like some kind of preacher, but I guess I really am trying to preach at this point. I'm trying to say to you we are more than a business organization. We have a very special mission in our company to improve the lot of man. Each of us in the Manpower organization can justifiably say, "The Fates have been kind to me. Now it's time I pay a little rent for all of the good things that have been mine."

I want our company always to be in the forefront of those that are not content to ruminate and rust while there's work to be done in our cities. I say to you, we have a mission to break down the barriers of prejudice that are constantly pulling this country apart. I say to you that we have to look at people as human beings, not as members of a certain race, religious organization, or separate culture. We don't want anyone to discriminate against us and therefore we should not discriminate against others.

We have got a mission to be leaders in the cause of better understanding in this world. We touch so many in our day to day lives. If the four million people who walk through our doors annually say, "These people at Manpower are decent human beings. They're interested in me and my welfare," I say we have it made. We are well on our way to accomplishing our mission.

Think about this whole subject.... Talk it over with your people.... See what steps you can take in your office to make the "MISSION IMPOSSIBLE--POSSIBLE FOR MANPOWER."

ELW:ie