



Manpower®

## Manpower Inc. Vision, Strategies and Values

Our global vision, strategies and values are the framework for direction and priorities in making decisions, developing opportunities and building relationships in our multi-cultural organization. Our values are the guiding principles, which inspire and support us in our daily work to achieve the best solutions for our people and our customers.

**OUR VISION** is to lead in the creation and delivery of services that enable our clients to win in the changing world of work.

<b>OUR STRATEGIES</b>	<b>Revenue</b>	Generating more <b>revenue</b> requires us to develop strategic insights about our clients' needs and goals, elevating and broadening our mutually-beneficial relationships and measuring our contribution to our clients' businesses.
	<b>Efficiency</b>	Improving our <b>efficiency</b> means achieving speed, quality and effective use of resources throughout all our operations.
	<b>Innovation</b>	Demonstrating our commitment to <b>innovation</b> requires us to continuously capture creativity in local markets and replicate this around the world. Our role is to develop and expand our capabilities, while creating services targeted to what's new and what's next in the world of work.
	<b>Thought Leadership</b>	Maintaining our <b>thought leadership</b> means continuously anticipating future dynamics of the market and contributing to the design of social and employment systems on a global basis.
	<b>Organization and Culture</b>	Evolving our <b>organization and culture</b> requires attracting and retaining high quality people for the long term. It also requires creating an environment that promotes entrepreneurship, rewards high performance and motivates us to reach our full potential.

### People

We care about people and the role of work in their lives. We respect people as individuals, trusting them, supporting them, enabling them to achieve their aims in work and in life.

We help people develop their careers through planning, work, coaching and training.

We recognize everyone's contribution to our success – our staff, our clients and our candidates. We encourage and reward achievement.

### Knowledge

We share our knowledge, our expertise and our resources, so that everyone understands what is important now and what's happening next in the world of work – and knows how best to respond.

We actively listen and act upon this information to improve our relationships, solutions and services.

Based on our understanding of the world of work, we actively pursue the development and adoption of the best practices worldwide.

### Innovation

We lead in the world of work. We dare to innovate, to pioneer and to evolve.

We never accept the status quo. We constantly challenge the norm to find new and better ways of doing things.

We thrive on our entrepreneurial spirit and speed of response; taking risks, knowing that we will not always succeed, but never exposing our clients to risk.

**OUR VALUES**