

POWERING YOUR BUSINESS  
IS HUMANLY POSSIBLE

## **10 Challenges for the American Employer**

Carol Schenk  
Manpower

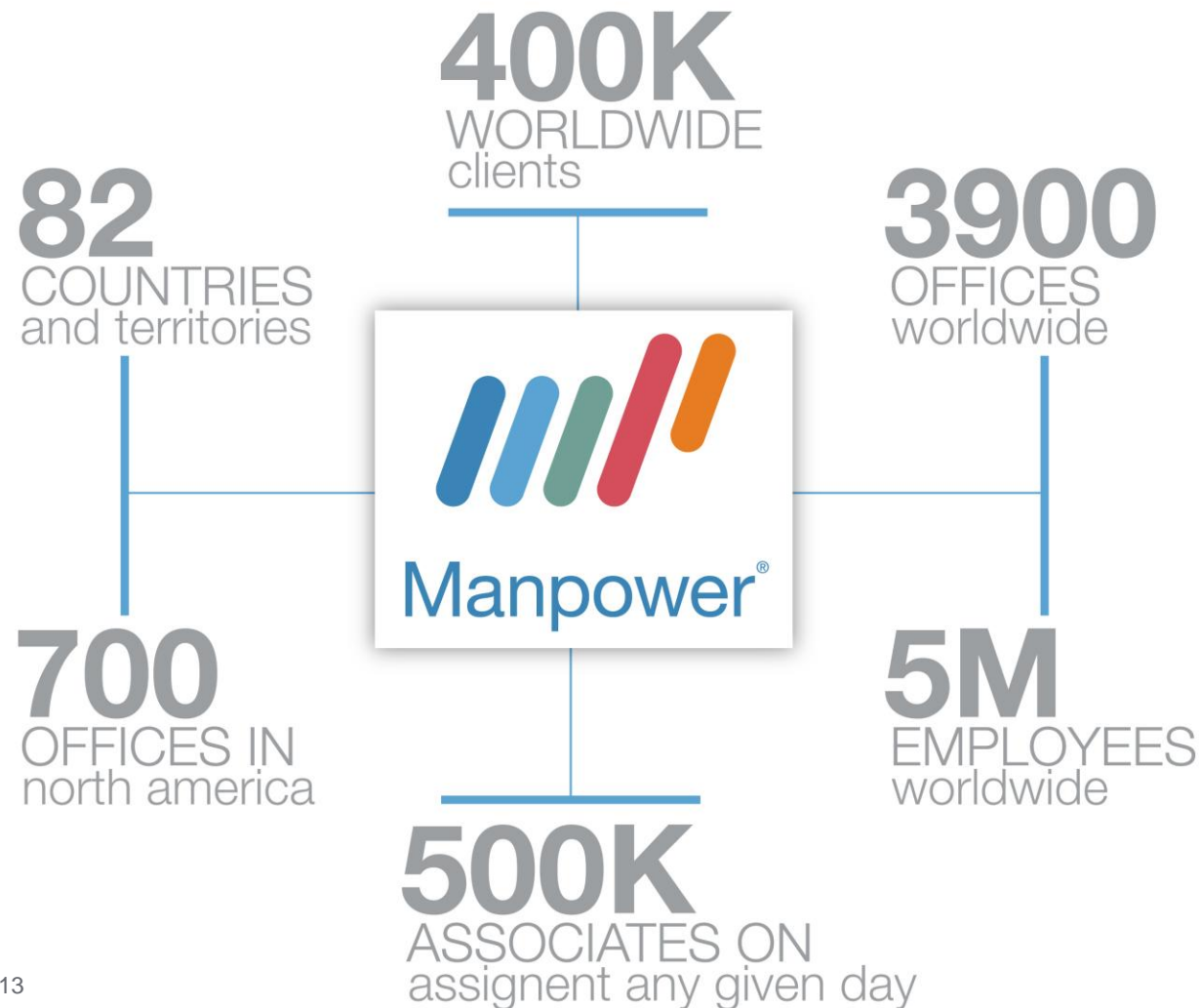
June 25, 2013



# Our Time Today

- Introduction
- 10 Challenges for the American Employer
- Additional Challenges
- Open Forum

# The Facts About Manpower

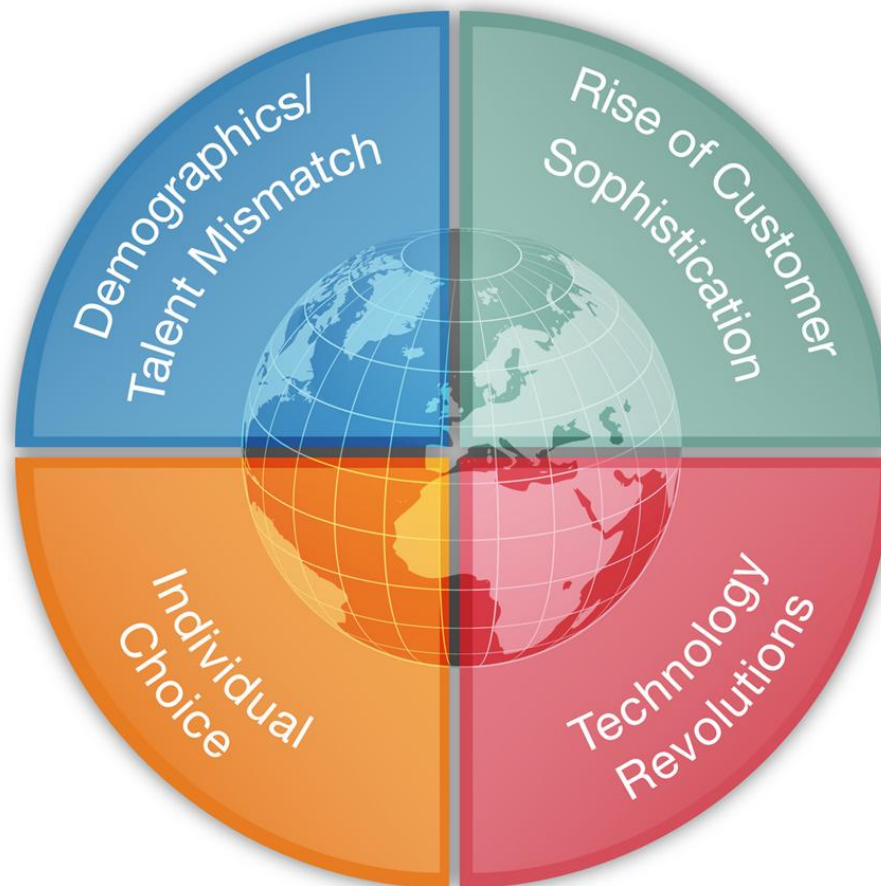


# Winning in the New World of Work

<http://manpowergroup.com/press/wnww.cfm>



# ManpowerGroup World of Work Trends: Indicators of the Human Age



# 1) Demographics and Talent Match

The pressure to find the right skills at the right time will increase as working age populations decline, economies rebound, emerging markets rise, and the nature of work shifts.

## 2) Individual Choice

Individuals are exercising their choice as they realize they have the power to opt for or against a given job, requiring companies to think differently about how they attract, retain and stay relevant to an ever select group of talented individuals.

### 3) Rising Customer Satisfaction

The transparency and velocity of information exchange throughout the entire value chain is creating innovation and tension at every level within that chain.



## 4) Technological Revolution

Having the power to change where, when and how we work, enabling organizations and individuals to be more agile and innovative, is happening on a daily basis and we've only seen the tip of the iceberg.

# The Human Age and Workforce Trends



# The World is Entering a New Era

## STONE, IRON AND BRONZE AGES

Eras defined by the **raw materials** people bent to their will



## INDUSTRIAL, SPACE AND INFORMATION AGES

Eras defined by the **domains** that people conquered with ever-increasing technology



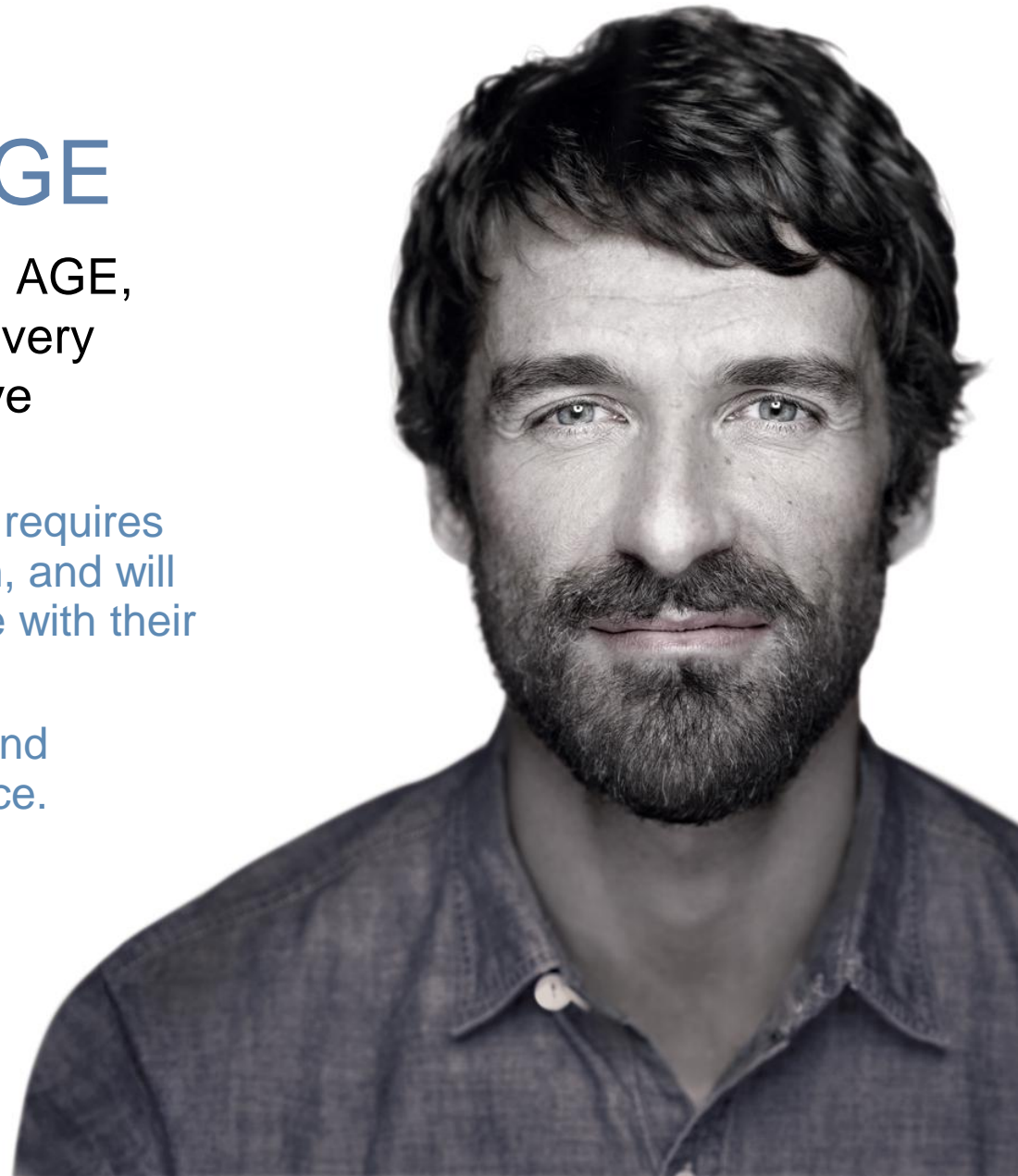
## HUMAN AGE

Era that will be defined by the **talent, ambition** and **imagination** of people

# THE DAWN OF THE HUMAN AGE

We are entering the HUMAN AGE, when the power of talent is every organization's key competitive differentiator.

- Unleashing human potential requires a one-size-fits-one approach, and will require employers to engage with their people at a higher level.
- This is creating complexity and opportunity in the marketplace.



## What this Means for You

- Broader insight is needed to make better workforce investments and decisions.
- Talent for your positions is more difficult to find.
- A re-evaluation of assumptions and mindsets is mandatory.
- An understanding about the trends changing the world of work is required.

ARE YOU ADAPTING?

# Example: Explore New Talent Sources Transforming the Talent Ecosystem



## Explore New Talent Sources

- Consider new sources of talent
- Move work to individuals
- Ensure long-term pipeline of talent
- Bridge local talent shortages
- Implement training and development strategies



Manpower Employment  
Outlook Survey  
United States

# WHERE THE JOBS ARE

3rd Quarter 2013

## What do the percentages mean?

The % of employers anticipating an increase in hiring  
- the % of employers expecting to decrease hiring  
= Outlook Percentage

For more information about the Manpower Employment Outlook Survey, please visit <http://press.manpower.com>

### BEST AND WORST OUTLOOK FOR JOBS BY METRO AREAS IN Q3 2013

Des Moines, IA  
Nashville, TN  
Grand Rapids, MI  
Phoenix, AZ  
San Antonio, TX  
Charlotte, NC  
Columbus, OH  
Salt Lake City, UT

**BEST**  
Metro Areas  
for Jobs

**WORST**  
Metro Areas  
for Jobs

Cape Coral, FL  
Tampa, FL  
Lakeland, FL  
Bradenton, FL  
Honolulu, HI  
New Haven, CT  
Los Angeles, CA  
Lexington, KY

# 18,000

U.S. EMPLOYERS SHARED THEIR HIRING PLANS FOR Q3 2013

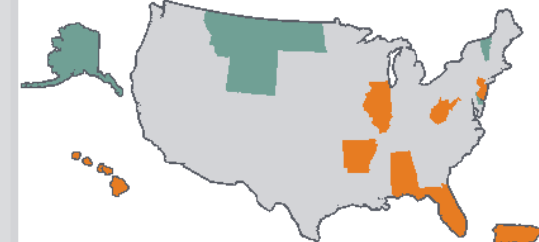
**22%**  
PLAN TO HIRE

**6%**  
EXPECT TO LET STAFF GO

**70%**  
PLAN TO KEEP WORKFORCE LEVELS STEADY

**2%**  
ARE UNSURE ABOUT HIRING PLANS

### BEST AND WORST OUTLOOK FOR JOBS BY STATES IN Q3 2013



■ Best States for Jobs

North Dakota  
Delaware  
Vermont

Alaska  
Montana  
Wyoming

■ Worst States for Jobs

Puerto Rico  
Hawaii  
West Virginia  
New Jersey

Alabama  
Illinois  
Florida  
Arkansas

### BEST AND WORST OUTLOOK FOR JOBS BY INDUSTRIES IN Q3 2013



#### Sunny Outlook



Leisure & Hospitality



Professional & Business Services



Wholesale & Retail Trade



Construction



Mining



#### Cloudy Outlook



Education & Health Services



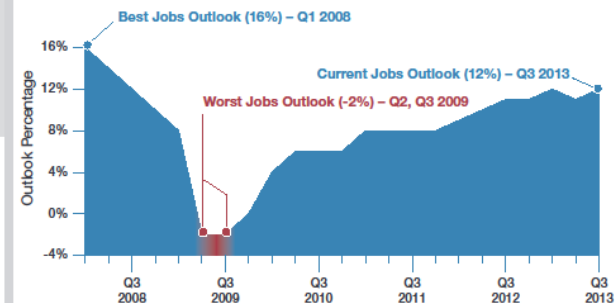
Government



Other Services



### BEST AND WORST JOBS OUTLOOK NATIONALLY OVER THE PAST 5 YEARS



www.manpowergroup.com © 2013 ManpowerGroup. All rights reserved.



## **BREAKING THE CRISIS and Complacency Cycle**

<http://manpowergroup.com/research/featuredwp.cfm>



## 5) Today's biggest talent crisis. Not knowing there's a crisis.

The global talent crisis has taken a toll on countless businesses. The biggest problem may be a sense of complacency. Not really knowing the potential crisis ahead. The fact is that the talent gap will only get bigger as economies recover and businesses grow and it will take new talent strategies to keep up. New flexibility. And new rules.

# Is Healthcare Reform Going to Impact my Business?

<http://www.brighttalk.com/channel/5068>.



## 6) Will Healthcare Reform Impact my Business?

- With all of this talk of Healthcare reform how do I know if it will impact my business?
- <http://www.brighttalk.com/channel/5068>
- The simple answer is yes, especially if you want to grow...
  - **Directly**- # of full-time *equivalent* employees determines the law's applicability; # of full-time employees determines its impact.
  - **Indirectly**- An employer's "total rewards" package will become an increasingly important part of attracting in-demand talent.
  - **Indirectly**- Increased healthcare reform related costs will impact pricing from your suppliers and/or vendors.

## 7) What are my Healthcare Reform Options?

- Do I have choices in how I address healthcare reform?
- <http://www.brighttalk.com/channel/5068>
- Again, the simple answer is yes.
  - What's known simply as “Pay or Play” is really anything but simple. In actuality, employers have a spectrum of options to choose from.
  - Manpower understands the workforce related impacts of healthcare reform and can to help employers address these impacts.
  - Your first step is consulting with your legal advisor and/or benefits consultant to determine applicability and compliance.

# Employment Risks



## 8) In Los Angeles it can be hard to find documented workers willing to work for minimum wage

- Undocumented workers are a risk in the Los Angeles market.
- The repercussions are real and ICE is very active in this space.
- Employers can be held accountable for 3<sup>rd</sup> party employees that aren't documented as well.
- <http://www.ice.gov/news/releases/1209/120905losangeles.htm>
- <Http://www.ice.gov/news/releases/1009/100923losangeles.htm>
- **The bottom line is not insisting everyone working at your facility has been through eVerify is a major risk.**

Wow, that's expensive.  
You're right, but what are you getting?





9) I don't understand why major corporations claim it's more efficient/ less expensive to use staffing when they markup my cost of employment?

- **The cost of payroll can go up when you use an agency, but:**
  - **The employment process requires manpower so depending on a partner is often the leanest operating model**
  - Finding talent is a real expense, and it's getting more expensive.
  - There is a cost associated with staying current on employment law and matters that impact your workplace
  - California is a Statutory State which means the workers compensation buffer is as thick as any state in the country
  - The buffer includes the cost of litigation on the majority of employment matters

**In many industries nothing is more valuable than a flexible workforce that fluctuates with the demands of business**

Now, the most important topic of the day...

10) What challenges  
are *you* facing?



# Thanks Again for your time and insight.

Carol Schenk – Manpower  
[carol.schenk@manpower.com](mailto:carol.schenk@manpower.com)  
949.293.9167 direct line