



Iowa's Reality

Monday, October 20, 2008



Manpower®

Who is Manpower?

80

countries and territories

400,000

worldwide clients

4,400

offices worldwide

1,100 offices
in North America

4.4 million

employees worldwide

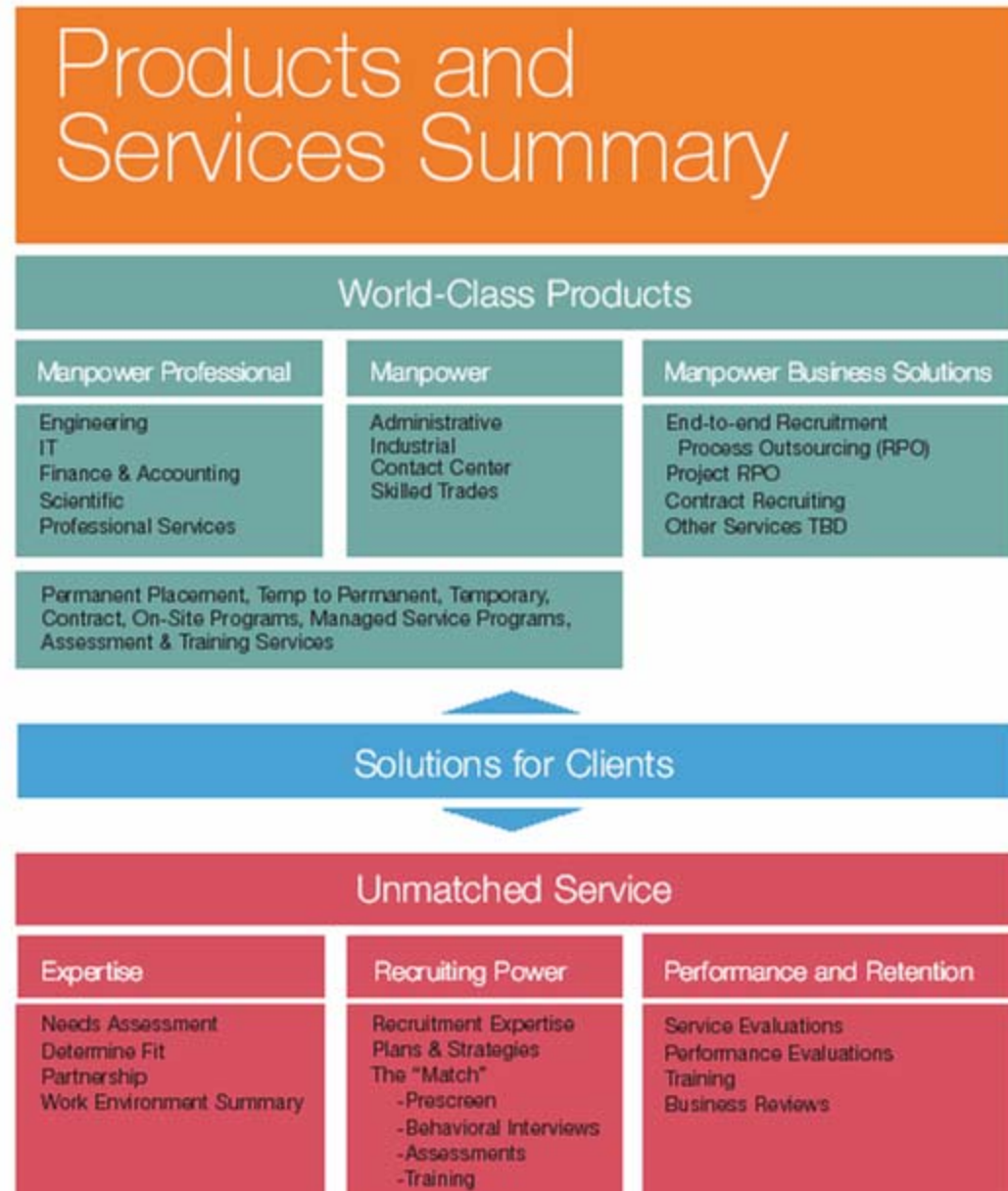
457,000

North
American
employees

Core Business

- Manpower
- Manpower Professional
- Manpower Business Solutions

- Building Client-Oriented Solutions
 - Temporary staffing
 - Temp-to-permanent
 - Permanent placement
 - Site Management
 - Managed Services
 - Training and Assessment Services





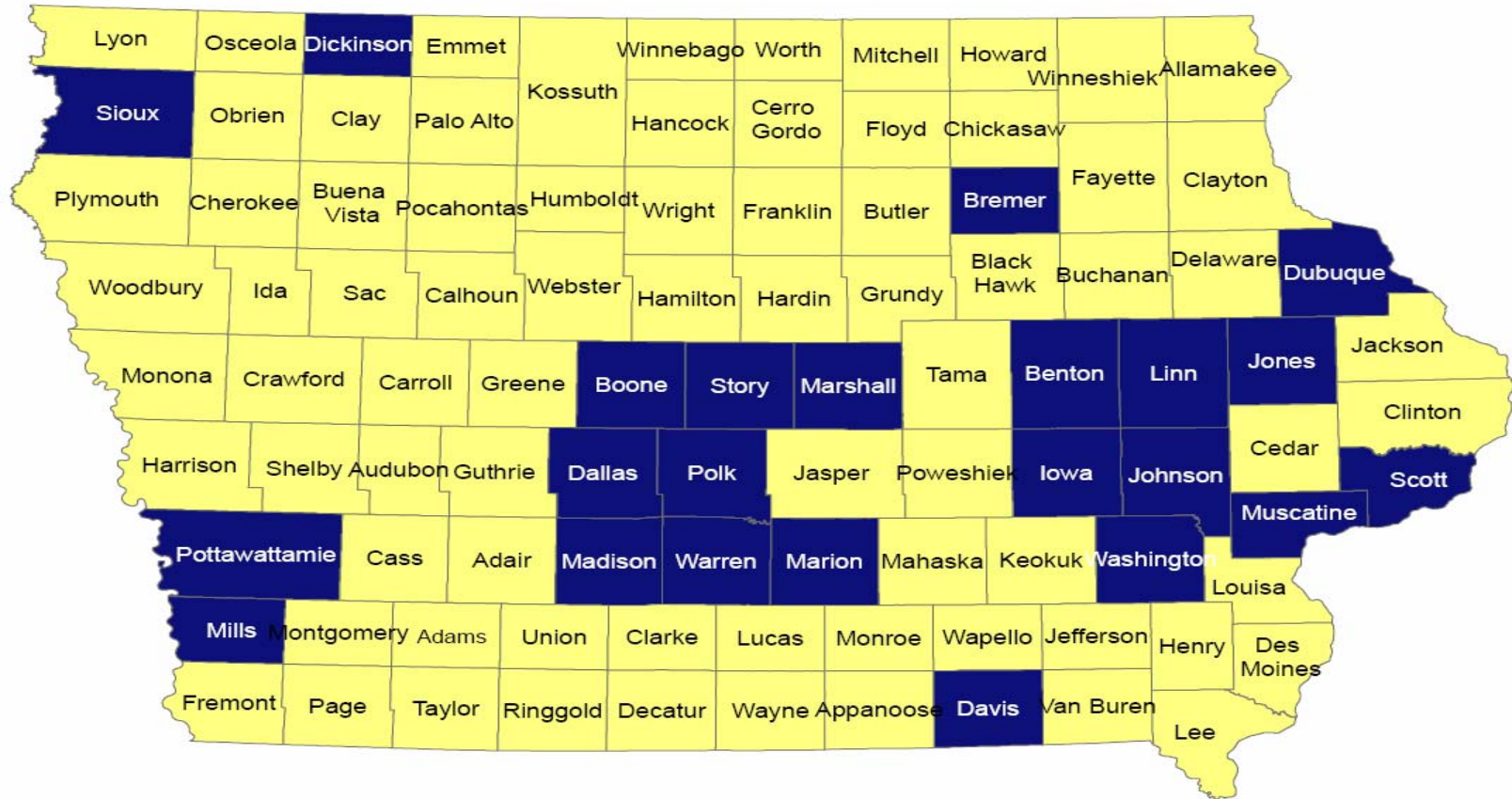
Workforce Stats

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Iowa Counties by Population Gain or Loss 2000-2007



2000-2007 Change

- Population loss
- No change
- Population gain

Source: U.S. Census Bureau, Population Division, Released 3/2008
 Prepared by: State Library of Iowa, State Data Center Program, 800-248-4483,
<http://www.iowadatacenter.org>

Des Moines MSA – Current Employment Picture

		Unemployment Rates
• Labor Force -	316.8	
• Unemployed -	12.7	Aug 2007 – 3.3%
• Percent Unemployed -	4.0	Aug 2006 – 3.1%
• Total Employment -	304.1	Aug 2005 – 3.5%
• Estimated Job Openings –	8,234	

Employment statistics courtesy of IWD

Iowa Workforce Overview?

- “Iowa is projected to have a skilled worker shortage of over 150,000 workers by the year 2012.” – State Public Policy Group
- “Business leaders say they already have trouble filling openings for high-skilled workers. And this is before a wave of retirements expected in the near future.” – Sioux City Journal, 9/24/07

Everybody is needed for us to succeed.

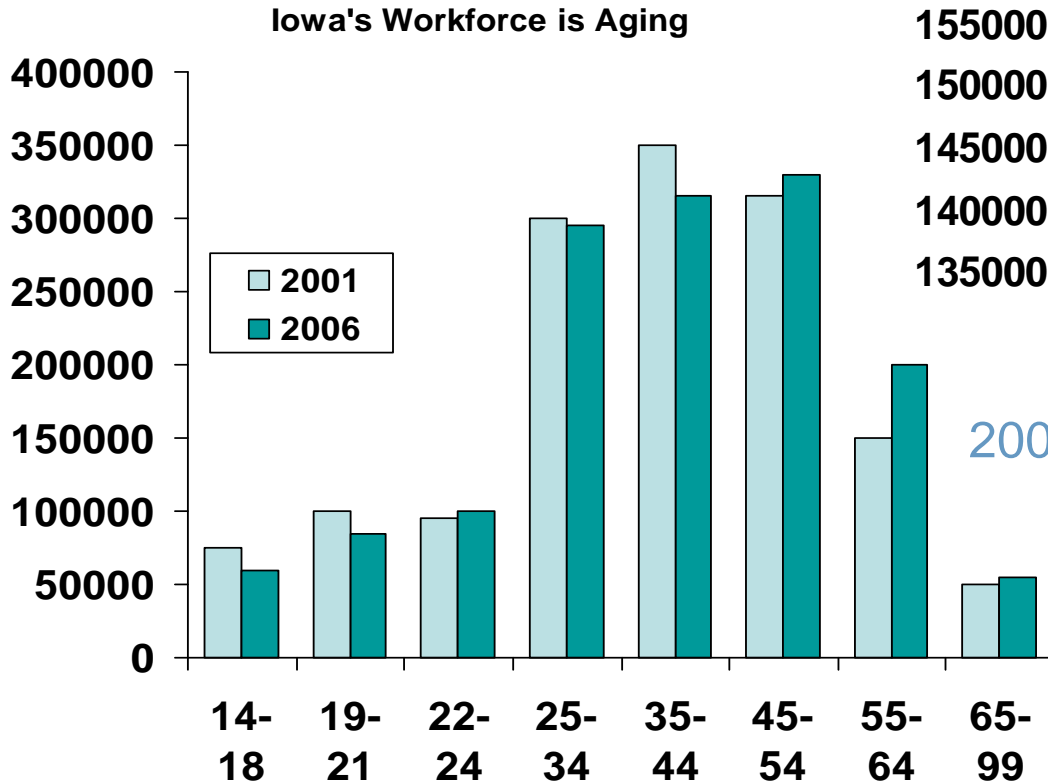
- **FACT:** Iowa's workforce is getting older; NOT younger.
- **FACT:** The number of jobs coming to Iowa is continuing to increase.
- **REALITY:** Not enough people to fill the jobs.
- **FACT:** Iowa's workforce is getting older; NOT younger. We have more workers today ages 45-54 than we did in 2001. And we have fewer workers today ages 25-44 than we did in 2001.

NOTE: Baby boomers are retiring in record numbers while we continue to have low population growth.

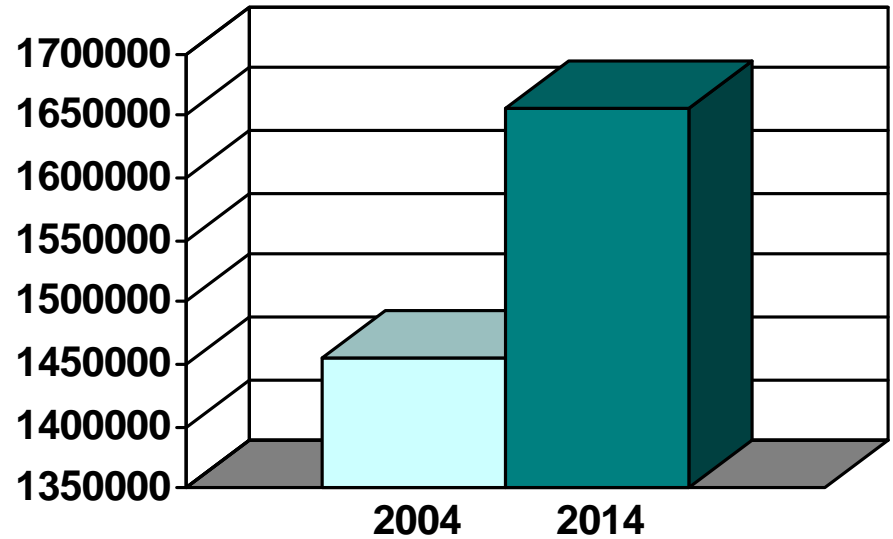
- **FACT:** The number of jobs coming to Iowa continues to increase. We will likely have 200,000 more jobs by 2014.

NOTE: This is a good "challenge" to have!


Fact: Iowa's Workforce is Getting Older



Total Nonfarm Employment



200,000 More Jobs Are On The Way

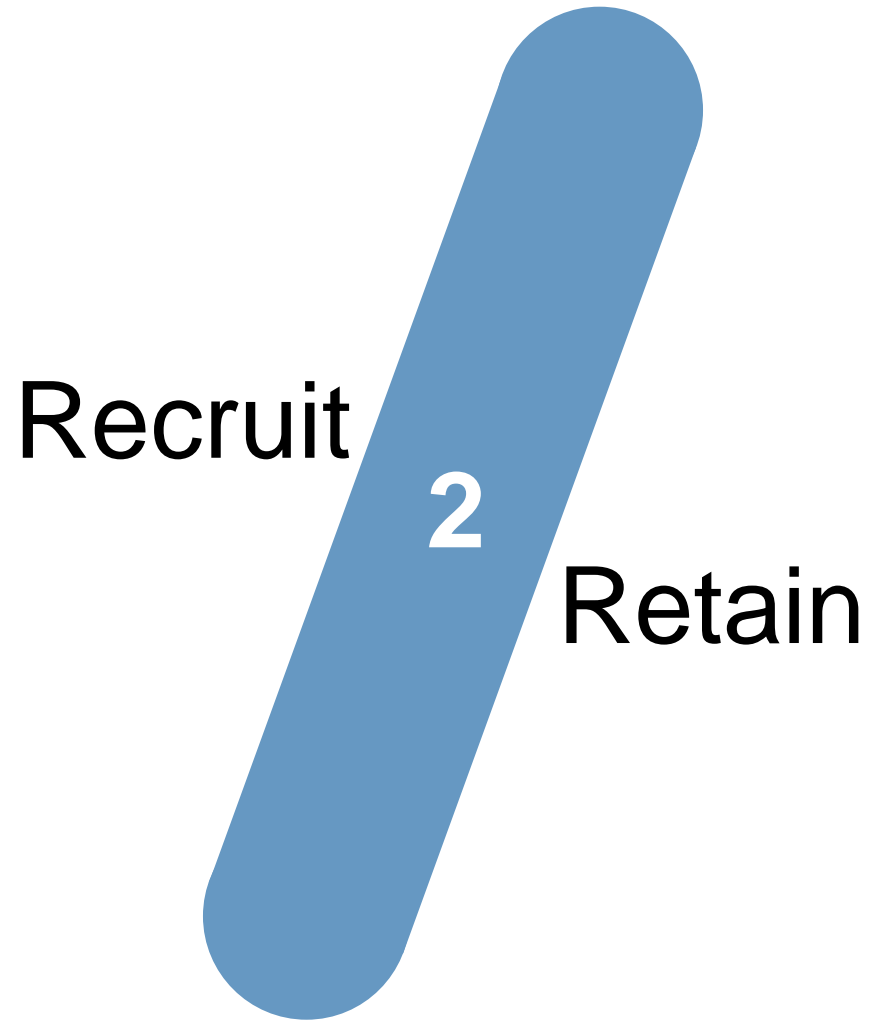


**Multi-
Generational**

Workforce

Multigenerational Friendly Workplace

1. Understand and respect differences (strengths and weaknesses)
2. Modify recruitment, retention, and compensation programs to meet the varying needs of all ages (needs and wants)
3. Structure to leverage both the experiences of older workers and the enthusiasm of younger workers.



Orientating the Generations

One third of Xer's said they would rather go to their dentist then attend a company orientation program

- Traditionalists prefer to know what to expect, what the policies are, and who's who.
- Boomers want to hit the ground running as soon as possible.
- Xers have been through more orientations than any other generation – video presentations work!
- Y's respond well to a rapid paced, hands-on interactive orientation program.

Rewarding the Generations

Traditionalists

- “The Satisfaction of a job well done”
- Hand written note
- Consider plaques and more traditional rewards
- Photo of them with the CEO

Baby Boomers

- Money, title, recognition, the corner office

Generation Xers

- “Freedom is the ultimate reward”

Y

- Work that has meaning
- A personal note to them commending their performance.

5 questions to ask ourselves:

1. Are we creating a culture that will retain and attract/retain the best regardless of generation?
2. Are our leadership actions based on what people need, not what we are most comfortable with?
3. Do we provide opportunities to bridge gaps between the generations to ensure myths do not dominate office behavior?
4. Have we considered the effect of our physical space on the needs of the generations we employ now and will employ in the future?
5. Are we having this conversation with our leaders and frontline staff?

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