Unleashing Potential through the Power of Stories

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At ManpowerGroup, we power the world of work

**OUR VISION** is to lead in the creation and delivery of innovative workforce solutions and services that enable our clients to win in the changing world of work.
The ManpowerGroup Story

We place over 500,000 people on assignments every day
We have over 3,800 offices across 80 countries around the world
We train over 10.5 million people
We have over 30,000 employees and over 400,000 clients
We are the global leader in Recruitment Process Outsourcing
We have the world’s largest IT professional placement firm
We have the world’s largest outplacement firm
We are U.S.-based, with over 80% of revenues generated outside the U.S.

In 2011 alone, we… Interviewed 12 million people
Placed 3.5 million people in jobs
Powering the world of work, one story at a time

• The Challenge
  – Clients’ needs becoming increasingly sophisticated and global
  – Varied experience and maturity among emerging markets and lines of business
  – Need to leverage local knowledge and expertise – globally
  – Need to foster a culture of collaboration and cooperation

• Our Solution
  – Cognis: a virtual “water cooler” that enables our people around the world to tell stories about how they are helping local clients solve their world of work challenges.
Stories are powerful
Everyone has a story

- I know…
- I have done…
- I have an idea…
- I have an opportunity…
Stories connect people

Where in the world have we…?

We’ve done that! Let me tell you how…
Stories help us grow

Because I'm new, Cognis helps me to understand how others are working and gives me ideas to increase results.
Questions are stories too

• Where are the opportunities?
• What challenges are we facing?
• What trends can we identify?
Stories need to be accessible

- What are the entry points?
- How do people search for knowledge?
- How do we push knowledge?
Stories need to be crafted

• What was the problem or opportunity?
• How did you solve it?
• What value did you create?
• What were the challenges and lessons learned?
• What were the critical success factors?
Stories need to be balanced

• General enough to be widely applicable
• Specific enough to be easily replicated
• Tempered by feedback
Stories need an “author”

- Who can provide more details?
- Who can I consult when I am dealing with a similar challenge or opportunity?
- Who will keep the story fresh?
Stories need to be current...
... and relevant

Matt Rendall  @MattRendall
I enjoy the finer things in life. Like my Pop Tart dipped in Starbucks coffee.
Challenges in today’s social media environment

- With the ease of communication and collaboration come significant challenges:
  - How to convey a full story in a “tweet”
  - Text vs. video vs. voice vs. ???
  - How to quickly find the stories that are significant and meaningful to *us*
    - With the proliferation of available information, how can we help
      people tune into the stories that are going to be most helpful for them
      in their particular situations?
  - How to ensure that the stories being told are aligned with key messages,
    values & strategies