

Unleashing Potential through the Power of Stories

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ManpowerGroup™



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

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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

A light gray world map is centered on the slide. Two blue speech bubbles are overlaid on the map. The first bubble is positioned over North America and contains the text 'Where in the world have we...?'. The second bubble is positioned over Australia and contains the text 'We've done that! Let me tell you how...'.

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.



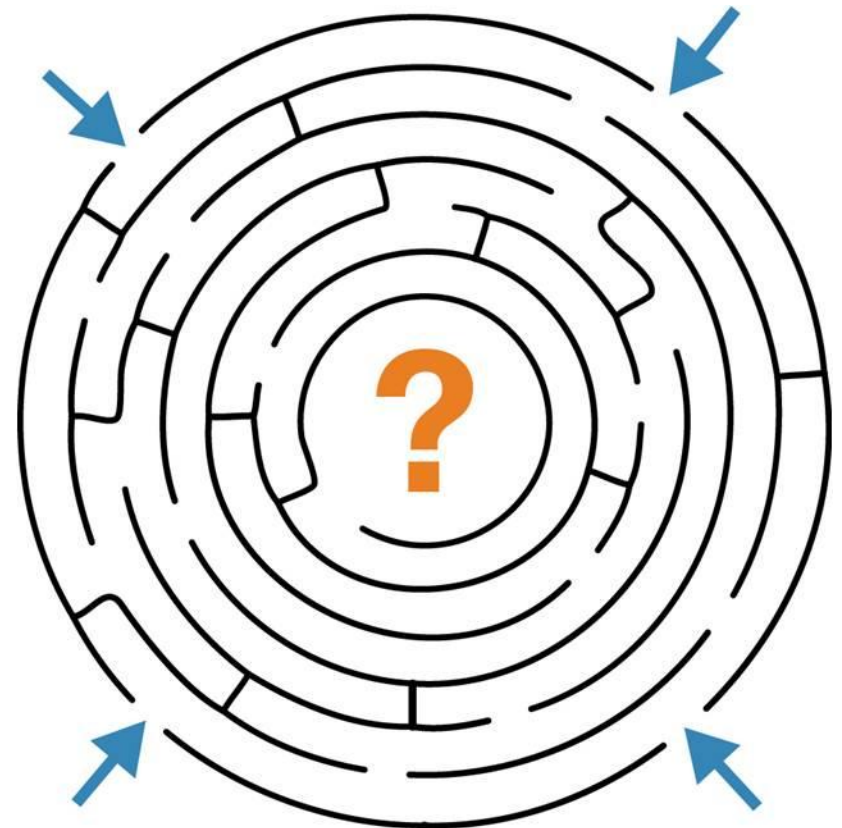
Questions are stories too

- Where are the opportunities?
- What challenges are we facing?
- What trends can we identify?



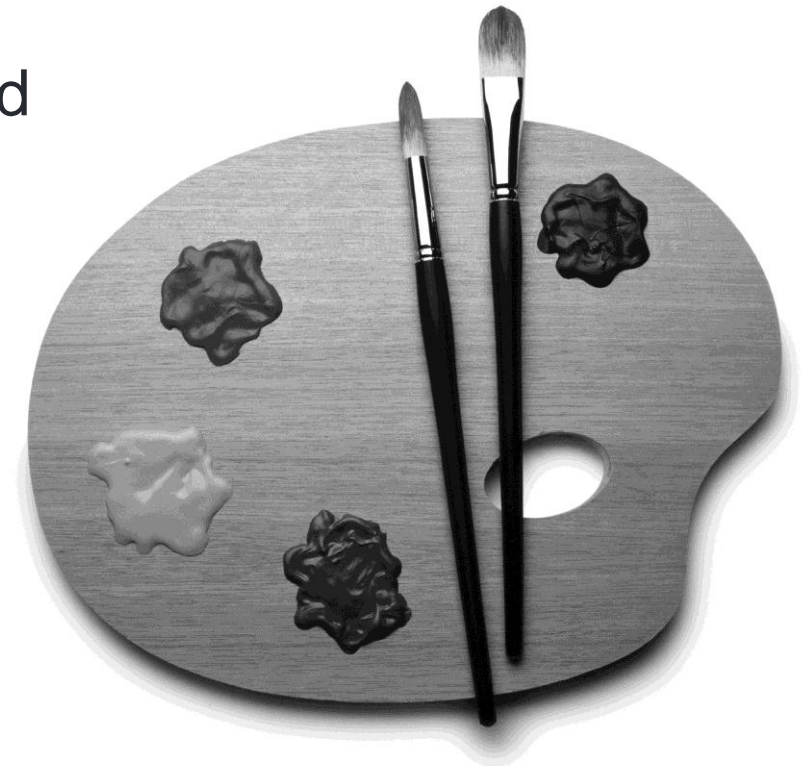
Stories need to be accessible

- 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”

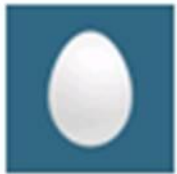
- Who can provide more details?
- Who can I consult when I am dealing with a similar challenge or opportunity?
- Who will keep the story fresh?



Stories need to be current...



... and relevant



Matt Rendall @MattRendall

1h

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

