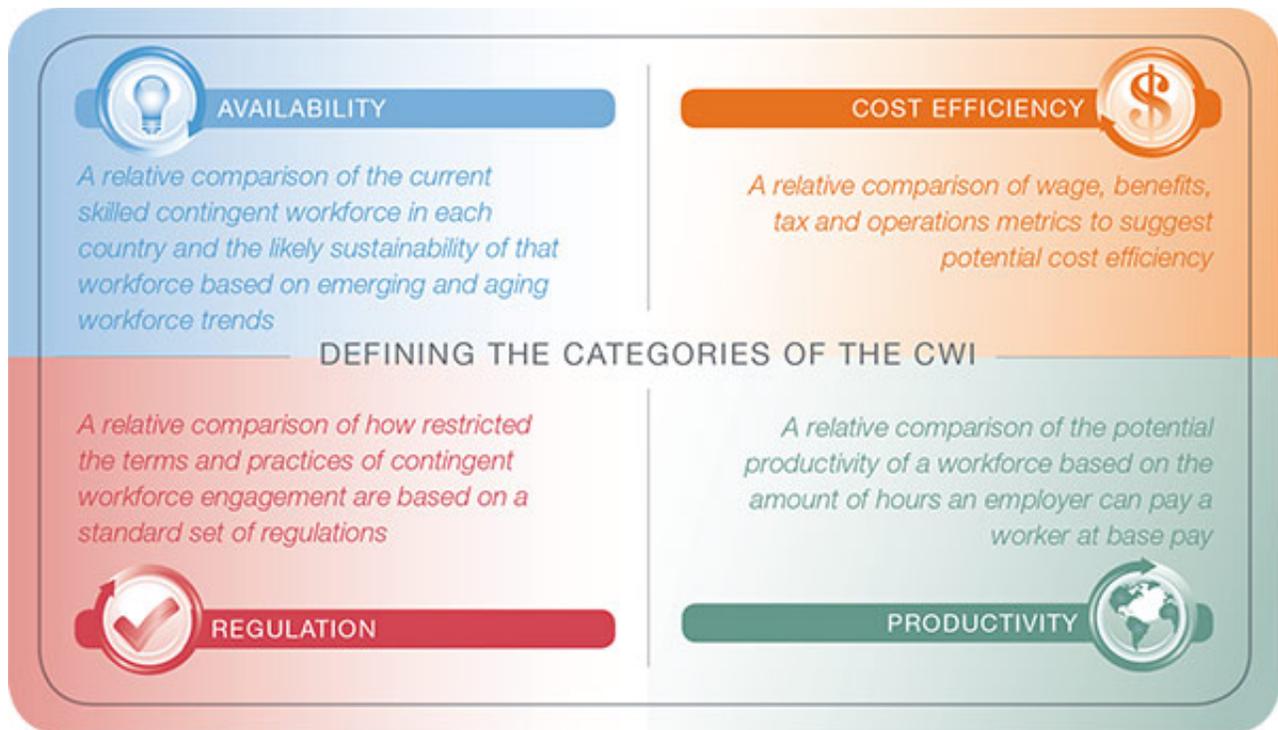




Zooming In On Labor Markets

If you were buying a new house, would you make an offer just because the selling price was in your range? Of course not. You would consider many other things like location, property taxes, nearby services and community culture. In fact, you might leverage multiple reputable resources like Zillow, Trulia or Realtor.com with the capability to triangulate data so you can better understand all factors before making an offer.

This same thinking applies to evaluating where to locate your company's expanding workforce. In today's world of increased competition, talent shortages and a growing skills gap, companies must have comprehensive intelligence when it comes to evaluating new markets. For example, a new call center in one country might initially look like a smart decision due to lower wages in that market, but a different picture is painted when taking into account the talent skills availability, geo-political considerations and other labor market efficiencies.



To ensure the greatest potential for success, organizations should arm themselves with a detailed analysis of local market conditions and factors that influence contingent workforce conditions.

Last week, ManpowerGroup Solutions launched its fourth annual [Contingent Workforce Index \(CWI\)](#), which measures the relative ease of sourcing, hiring and retaining a contingent workforce in competing labor markets across 75 countries.

Since its inception in 2013, Fortune 500 companies and regional organizations alike have used the CWI to evaluate their global workforce strategy, engaging with ManpowerGroup Solutions to assess their global footprint, identify new market locations, modify their workforce mix, expand their Managed Service Provider (MSP) programs and support capacity planning.

To ensure that the CWI is an accurate reflection of global employer priorities, each year ManpowerGroup Solutions adjusts the CWI methodology to more appropriately measure Availability, Cost, Regulation and Productivity of workforces based on its latest market data, global client insights and shifting employer preferences.

Click [here](#) to learn more about CWI.

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