

THE FUTURE  
OF WORK IS  
HUMANPOWER



Change is everywhere. The shift to remote work is happening in tandem with — and enabled by — ongoing tech transformation, the emergence of AI and the transition to a green energy future. With change comes opportunity, as new paradigms create demand for specialist skills and the ability to pivot and adapt rapidly. More than ever, unlocking potential while meeting employee expectations for flexibility, autonomy and skills development is critical if companies are to grow and drive productivity. As change accelerates, people will power the future. #huManpower

# HUMANPOWER





A SHORTAGE  
OF TALENT.  
A SURPLUS  
OF DEMAND.

More than two-thirds (77%) of employers globally say they are struggling to find the skilled talent they need. Despite a slowing global economy, this is the highest percentage in 17 years.

77%

OF EMPLOYERS ARE  
STRUGGLING TO FIND THE  
SKILLED TALENT THEY NEED

# THE SOFT SKILLS ADVANTAGE

Finding talent with the right technical training remains a challenge, but soft skills are also in demand. Across all industries, employers cite Communications, Collaboration & Teamwork (39%), Accountability & Reliability (33%) and Reasoning & Problem Solving (29%) as the most important attributes to consider during the hiring process.



# 39%

OF EMPLOYERS SAY COMMUNICATIONS, COLLABORATION & TEAMWORK ARE THE MOST IMPORTANT SOFT SKILLS

# TAPPING INTO NEW POOLS OF TALENT

Global talent scarcity is creating opportunities for non-traditional candidates. In the past year, employers have become more willing to consider Seniors (34%), Candidates with Employment Gaps due to Caretaking Responsibilities (27%) and the Long-Term Unemployed (26%).<sup>2</sup>

# 34%

OF EMPLOYERS HAVE  
BECOME MORE WILLING  
TO HIRE SENIORS



# CLARITY, CAREERS AND CULTURE — THE KEYS TO PRODUCTIVITY

Despite ongoing tension created by return-to-office (RTO) mandates, only 19% of employers believe In-Person Collaboration is a top productivity driver. Instead, Professional Development (40%), Clear Goals & Objectives (37%) and Positive Work Culture (36%) are considered most important.

# 40%

OF EMPLOYERS THINK  
THAT PROFESSIONAL  
DEVELOPMENT IS THE  
MOST IMPORTANT  
WORKFORCE  
PRODUCTIVITY DRIVER



# FROM WHITE COLLAR AND BLUE COLLAR TO GREEN COLLAR

Mounting global urgency to fight climate change, growing demand for sustainable products and government incentives are combining to accelerate the green transition. That's why 70% of employers are actively planning to recruit for green jobs and skills.

# 70%

OF EMPLOYERS ARE  
CURRENTLY OR ACTIVELY  
PLANNING TO RECRUIT  
FOR GREEN JOBS & SKILLS



# AI & VR — OK FOR WORKERS

While rapid technological change always impacts workers, the majority of employers worldwide are optimistic that new technology won't eliminate jobs — but create them.



# 58%

OF EMPLOYERS  
GLOBALLY BELIEVE  
AI AND VR  
TECHNOLOGIES WILL  
HAVE A POSITIVE  
IMPACT ON HIRING





# GAMERS, READY TO PLAY?

Research indicates that soft skills, such as creativity, critical thinking, reasoning and resilience, are developed through e-sports and gaming. More than half of employers globally would now consider gaming experience when hiring, and 65% say they will in the future.

# 57%

OF EMPLOYERS GLOBALLY SAY THEY  
WOULD CONSIDER GAMING SKILLS  
DURING THE HIRING PROCESS



# GEN Z AND MILLENNIAL COLLABORATORS WANTED

When asked to consider the most important soft skills for Gen Z candidates (ages 11-26), employers identified Active Learning & Curiosity (31%), Collaboration & Teamwork (26%) and Originality and Creativity (25%). For Millennial candidates (ages 27-42), Collaboration & Teamwork (26%), Accountability & Reliability (25%) and Reasoning & Problem Solving (23%) were the top three.

# 26%

OF EMPLOYERS SAY  
COLLABORATION  
AND TEAMWORK ARE  
CRITICAL SOFT SKILLS  
FOR GEN Z AND  
MILLENNIAL CANDIDATES



# BOOMER AND GEN X TEACHERS NEEDED

Teaching and leadership roles are top-of-mind when employers consider Gen X and Baby Boomer candidates. For Gen X (ages 43-58), Teaching & Mentoring (29%), Leadership & Management (27%) and Collaboration & Teamwork (24%) are the most important soft skills. Meanwhile, Teaching & Mentoring (28%), Leadership & Management (23%) and Accountability & Reliability (21%) top the list for Baby Boomers (ages 59-77).

# #1

EMPLOYERS SAY  
TEACHING AND MENTORING  
ARE THE MOST IN-DEMAND  
SOFT SKILLS FOR GEN X  
AND BABY BOOMER EMPLOYEES



# THE FUTURE OF WORK? WHATEVER WORKS.

The future of work will be shaped by the accelerating pace of change and persistent talent scarcity, which is good news for workers. Employers are increasingly open to non-traditional candidates who may have gaps in employment that have impacted their careers. This will create more opportunities for seniors with invaluable work and life experience and individuals with e-sports and gaming skills. It also means green business leaders will need to apply the same sustainability mindset to their human resources.

## References:

1 Experis Survey: Combination of LinkedIn (n= 2,000) and online (n= 100) surveys of employers and candidates fielded in March-April 2023.

2 ManpowerGroup Employment Outlook Survey: Global online survey of employers (n=39,000) conducted March-April 2023. [Click here](#) to learn more and view the data.

## RESEARCH METHODOLOGY

The figures mentioned in this report were collected from the ManpowerGroup Employment Outlook Survey (MEOS). This survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator. These figures were obtained through digital surveys conducted in 2023 of more than 30,000 employers in 41 countries. To learn more, visit [manpowergroup.com/meos](https://www.manpowergroup.com/meos).

## FORWARD-LOOKING STATEMENTS

This research and the supporting materials contain forward-looking statements, including statements regarding labor demand in the technology industry and use of emerging technologies. Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties and assumptions. These factors include those found in the company's reports filed with the Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2022, which information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.

# SOLUTIONS ACROSS THE HR LIFECYCLE

Manpower is a global leader in contingent staffing and permanent recruitment, providing strategic and operational flexibility to organizations and connecting people to meaningful work while helping them develop skills to stay employable.

With our data-driven insights into people's motivation, skills adjacencies and performance potential, we provide learning programs, on-the-job training and market-based certifications for rapid reskilling and upskilling at scale.

To learn more, visit [manpower.com](https://www.manpower.com).

