



Emerging Workforce Study Presentation by Spherion

Spherion Staffing Services is a leading recruiting and staffing provider that specializes in placing administrative, clerical, customer service and light industrial candidates in temporary and full-time opportunities. As an industry pioneer for more than 68 years, Spherion has sourced, screened and placed millions of individuals in virtually every industry through a network of offices across the United States.

Since 1997, they have been tracking worker mindsets and trends through its pioneering study of the Emerging Workforce. The ninth edition of this study leverages more than 17 years of groundbreaking research to track changing attitudes and expectations of today's workers and how companies can stay well-positioned to attract, engage and retain top talent.

What does 17+ plus years of research reveal? The workforce is changing and fast. Technology is redefining the dynamics of interpersonal work relationships. Five generations of workers are working side by side with diverse perspectives about attraction and retention. And social media is becoming a primary platform for engaging employees.

Join Kathy George, Senior Vice President, as she explores top concerns of HR leaders in this session.

Key Attendee Takeaways

Our latest study reveals intriguing new insights into the U.S. workforce and the issues that drive employment decisions, engagement levels and employee retention:

- Discover newfound views regarding employer loyalty and job security.
- Find out what actions increase employee engagement and its impact on customer service and employer advocacy.
- Learn how social media and a company's online reputation influence worker perspectives.
- And, uncover the perceptions that different generations of workers hold regarding age and the limitations and opportunities it presents.

Understanding these trends will reshape the HR strategies you employ to attract, manage and retain today's top performers. Don't miss this exciting presentation of the latest Emerging Workforce Study!

Kathy George

Senior Vice President, Franchise & License

Kathy George is a senior vice president of franchise and license operations for Spherion Staffing Services, a national leader in the recruiting and staffing industry with a distinct local focus.

Kathy George plays a vital role in Spherion's franchise operations, supporting owners in more than 40 offices in the United States by providing guidance and critical support in a number of areas including sales strategy and market development. She oversees a regional network that employs thousands of flexible administrative, light industrial and professional workers every year.



A seasoned business leader with over 20 years of staffing industry experience, Kathy has held several roles within the Spherion organization, and is the recipient of numerous performance awards. Her broad-based experience and understanding of the U.S. workforce has made her a compelling speaker and an invaluable resource in sharing the findings of Spherion's Emerging Workforce® Study. Founded on more than 15 years of groundbreaking research, the Study provides a comprehensive portrait of the changes and trends shaping the U.S. workforce in light of ongoing social and economic events.

About Spherion

Spherion Staffing Services is a leading recruiting and staffing provider that specializes in placing administrative, clerical, customer service and light industrial candidates in temporary and full-time opportunities. As an industry pioneer for more than 68 years, Spherion has sourced, screened and placed millions of individuals in virtually every industry through a network of offices across the United States. Spherion offers companies a unique combination of personalized customer service backed by the resources, knowledge and geographic breadth of a \$2 billion dollar workforce leader. Last year we helped more than 3,000 clients find the right talent to meet their workforce goals. Each local office is individually owned and operated by a team of staffing specialists who are known throughout the community, well-acquainted with your business and supported by a strong network of talent. As one of the fastest growing industries, Spherion is actively expanding into new territories, with more than 75 franchise markets available. To inquire, visit www.spherion.com/franchise.

To learn more, visit www.spherion.com.