



**FOR IMMEDIATE RELEASE**

## **Creating a personal brand is key to employment opportunities, Kelly Global Workforce Index™ finds**

**TROY, Mich.** (November 11, 2010) – Individuals are increasingly taking the initiative to create their own personal “brand” in order to enhance employment prospects and remain competitive in the fast-changing workplace, according to the latest survey results from workforce solutions leader Kelly Services®.

The findings are part of the [Kelly Global Workforce Index](#), which obtained the views of approximately 134,000 people in 29 countries across North America, Europe, and Asia Pacific.

“In taking control of their careers, a strong personal brand becomes critical for individuals in helping to differentiate themselves and gain future employment,” says Kelly Services Executive Vice President and Chief Operating Officer, George Corona. “Many people are now embracing the idea of operating as ‘free agents,’ and accepting responsibility for managing their own careers and enhancing their marketability.”

When it comes to marketing their personal attributes, across the globe the survey revealed all respondents worldwide identify verbal communication skills (64 percent) as the most important element to creating a personal brand, followed by technical knowledge (61 percent), résumés (57 percent), written communications (54 percent), personal attire (47 percent), and use of social media (36 percent).

People are also willing to invest in improving their skills or change careers. In fact, approximately two-thirds of respondents are willing to spend their own money to upgrade their skills, while more than half believe they will change their careers or re-invent themselves in the future.

### **Key Generational Findings**

- 69 percent of Gen X are prepared to spend their own money on training to upgrade their skills, higher than for Gen Y (67 percent) and baby boomers (61 percent).
- 63 percent of Gen Y are “very optimistic” about their ability to keep pace with technological and other change in the workplace, higher than for Gen X (61 percent) and baby boomers (54 percent).
- More than 60 percent expect to change their career at some stage in the future, comprising Gen X (65 percent) and Gen Y and baby boomers (both 62 percent).
- Approximately a quarter of respondents describe themselves as “very active” in their use of social media for personal marketing, while another 37 percent say they are “somewhat active.”

## Key Global Findings

### North America

- 71 percent of baby boomers cite verbal communication skills among the most important element in personal branding, compared with Gen X (70 percent), and Gen Y (67 percent).
- 66 percent of Gen X would be prepared to spend their own money on training to upgrade their skills, higher than for Gen Y (62 percent) and baby boomers (60 percent).
- Almost two-thirds (64 percent) expect to have to change their career at some stage in the future, comprising Gen Y and Gen X (both 65 percent) and baby boomers (62 percent).
- 82 percent of Gen Y are “very optimistic” about their ability to keep pace with technological and other change in the workplace, higher than for Gen X (75 percent) and baby boomers (60 percent).
- 30 percent are “very active” and 34 percent “somewhat active” in their use of social media for personal marketing.

### Asia Pacific

- 72 percent of Gen X cite verbal communication skills among the most important element in personal branding, compared with baby boomers (70 percent), and Gen Y (68 percent).
- 75 percent of Gen X would be prepared to spend their own money on training to upgrade their skills, higher than for Gen Y (71 percent) and baby boomers (69 percent).
- 66 percent of Gen X expect to have to change their career at some stage in the future, slightly higher than for baby boomers (64 percent) and Gen Y (63 percent).
- 63 percent of Gen Y are “very optimistic” about their ability to keep pace with technological and other change in the workplace, higher than for Gen X (61 percent) and baby boomers (53 percent).
- 26 percent are “very active” and 35 percent “somewhat active” in their use of social media for personal marketing.

### Europe

- 61 percent of baby boomers cite verbal communication skills among the most important element in personal branding, compared with Gen X (58 percent), and Gen Y (55 percent).
- 67 percent of Gen X would be prepared to spend their own money on training to upgrade their skills, higher than for Gen Y (66 percent) and baby boomers (58 percent).
- 64 percent of Gen X expect to have to change their career at some stage in the future, higher than for baby boomers (62 percent) and Gen Y (59 percent).
- 54 percent of Gen Y are “very optimistic” about their ability to keep pace with technological and other change in the workplace, higher than for Gen X (53 percent) and baby boomers (46 percent).
- 20 percent are “very active” and 41 percent “somewhat active” in their use of social media for personal marketing.

For more information about these survey results and other key global findings, please visit the [Kelly Global Workforce Index](#).

Currently, Kelly Services is collecting opinions about work and the workplace. To be a part of the next Kelly Global Workforce Index, take the survey at [www.kellyservices.com](http://www.kellyservices.com).

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#### **About the Kelly Global Workforce Index**

The Kelly Global Workforce Index is an annual survey revealing opinions about work and the workplace from a generational viewpoint. Approximately 134,000 people from North America, Europe, and Asia Pacific responded to the 2010 survey with results published on a quarterly basis. In 2009, Kelly Services was the recipient of a MarCom Gold Award for the Kelly Global Workforce Index in the Research/Study category.

#### **About Kelly Services**

Kelly Services, Inc. (NASDAQ: KELYA, KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Serving clients around the globe, Kelly provides employment to 480,000 employees annually. Revenue in 2009 was \$4.3 billion. Visit [www.kellyservices.com](http://www.kellyservices.com) and connect with us on [facebook.com/kellyservices](https://facebook.com/kellyservices), [linkedin.com/companies/kelly-services](https://linkedin.com/companies/kelly-services) and [twitter.com/kellyservices](https://twitter.com/kellyservices).

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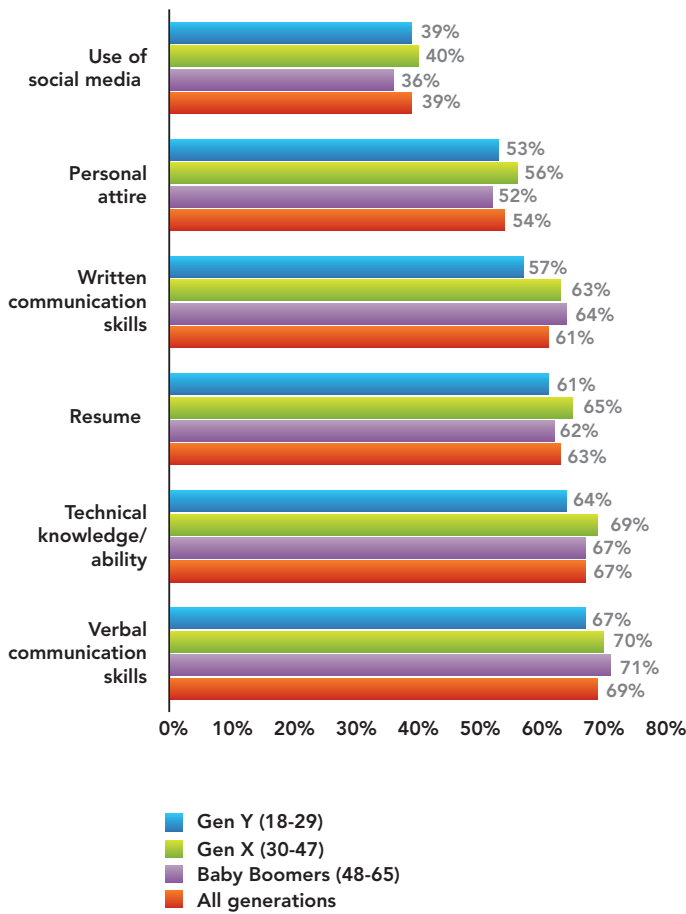
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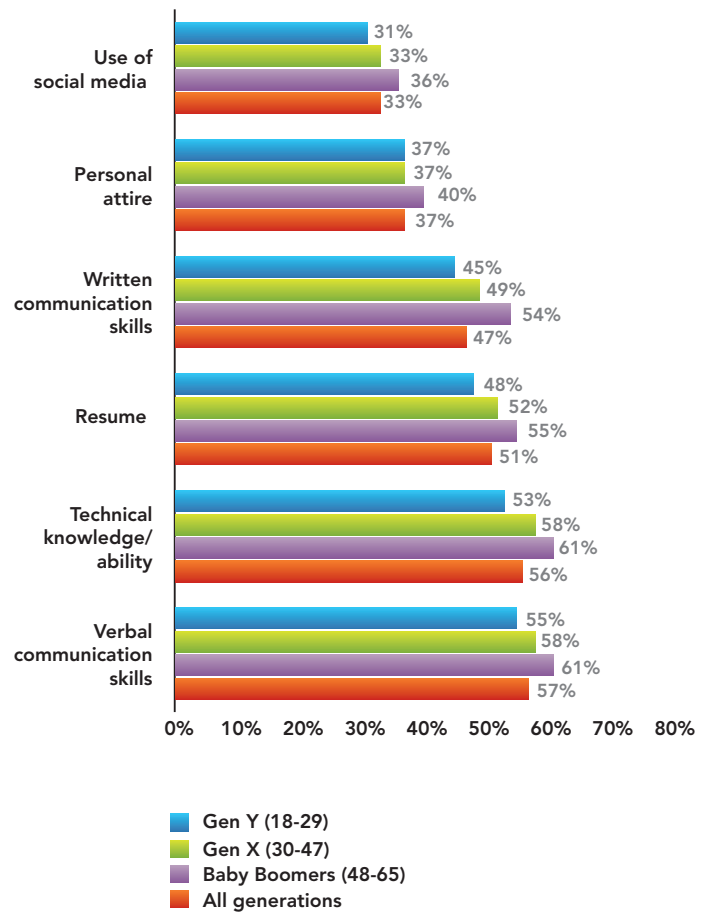
# KELLY GLOBAL WORKFORCE INDEX™

## What elements of your personal 'branding' do you find most important for your current and future employment?\*

### North America



### Europe



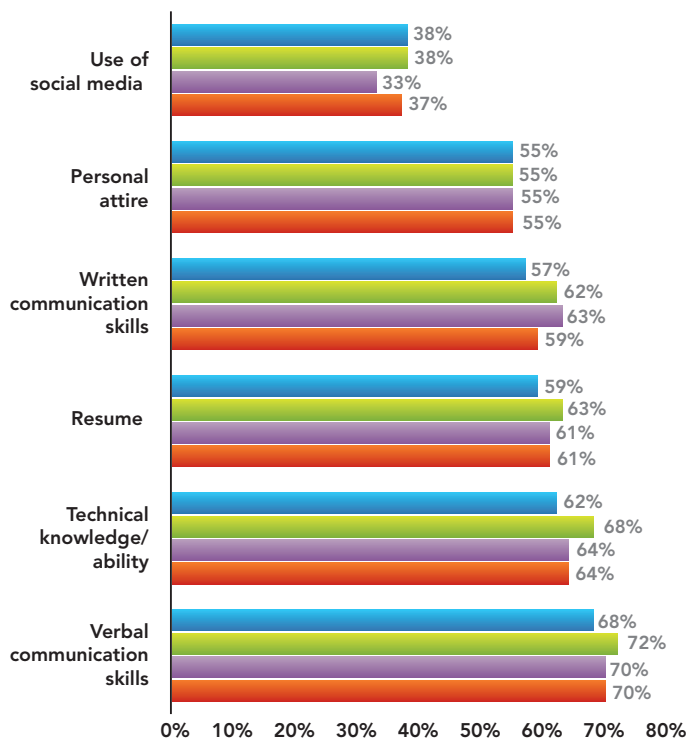
\* Percentage who ranked each element highest (1 or 2) on a scale of 1-6, where 1 is highest and 6 is lowest



# KELLY GLOBAL WORKFORCE INDEX™

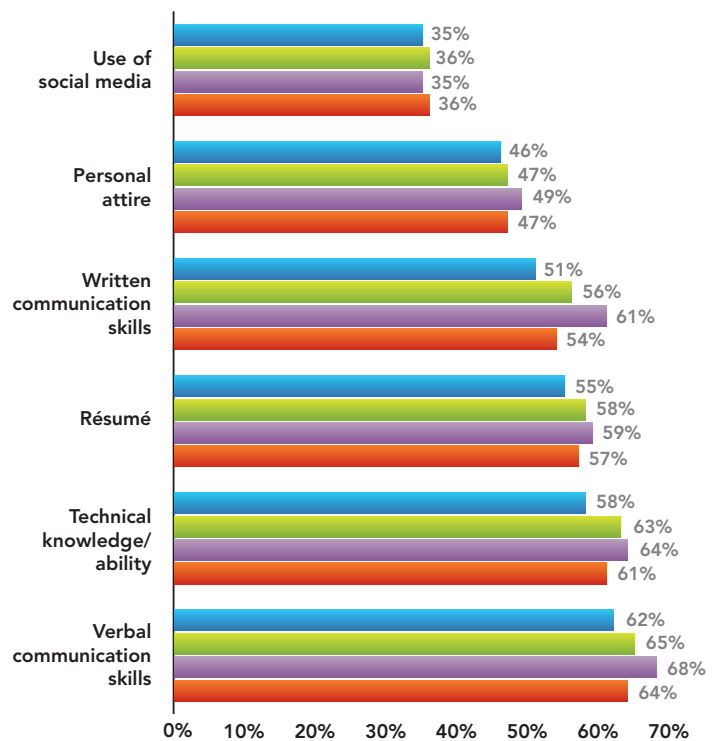
What elements of your personal 'branding' do you find most important for your current and future employment?\*

## Asia Pacific



■ Gen Y (18-29)  
■ Gen X (30-47)  
■ Baby Boomers (48-65)  
■ All generations

## Global



■ Gen Y (18-29)  
■ Gen X (30-47)  
■ Baby Boomers (48-65)  
■ All generations

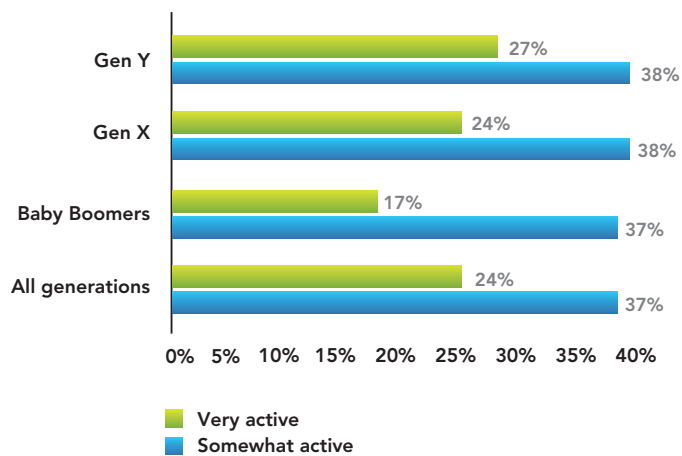
\* Percentage who ranked each element highest (1 or 2) on a scale of 1-6, where 1 is highest and 6 is lowest



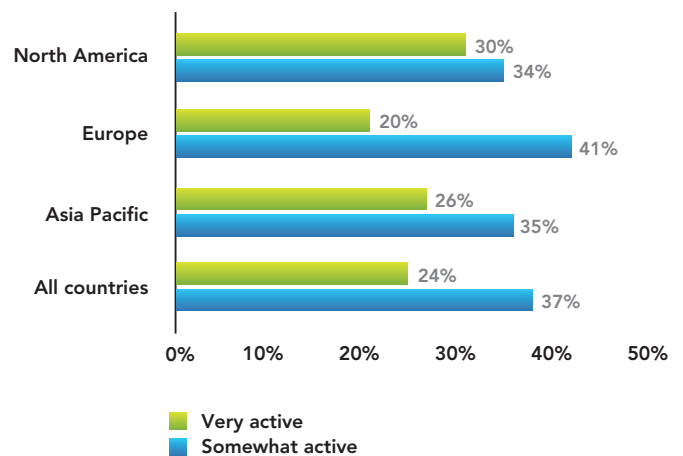
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How would you describe your approach to using social media to enhance your own personal 'brand'?

## Generation



## Region

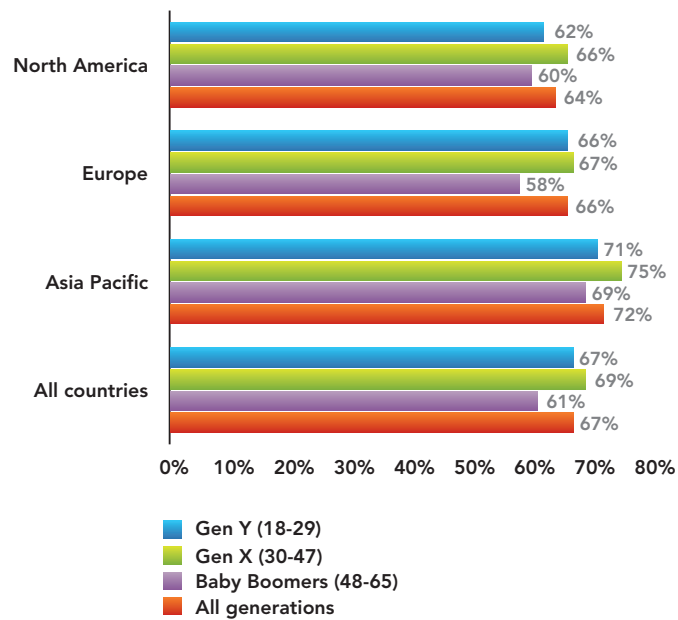




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Would you be prepared to spend your own money on training to upgrade your skills?

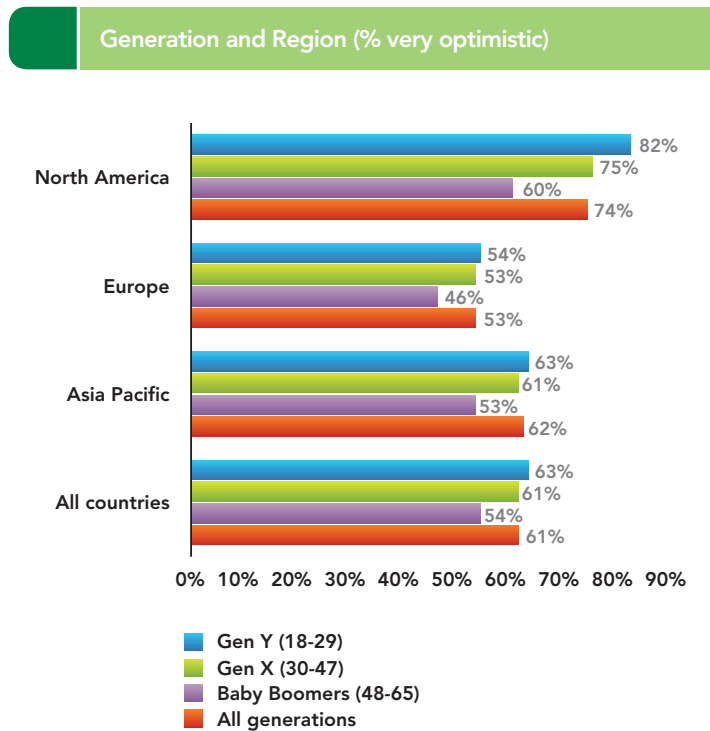
Generation and Region (% yes)





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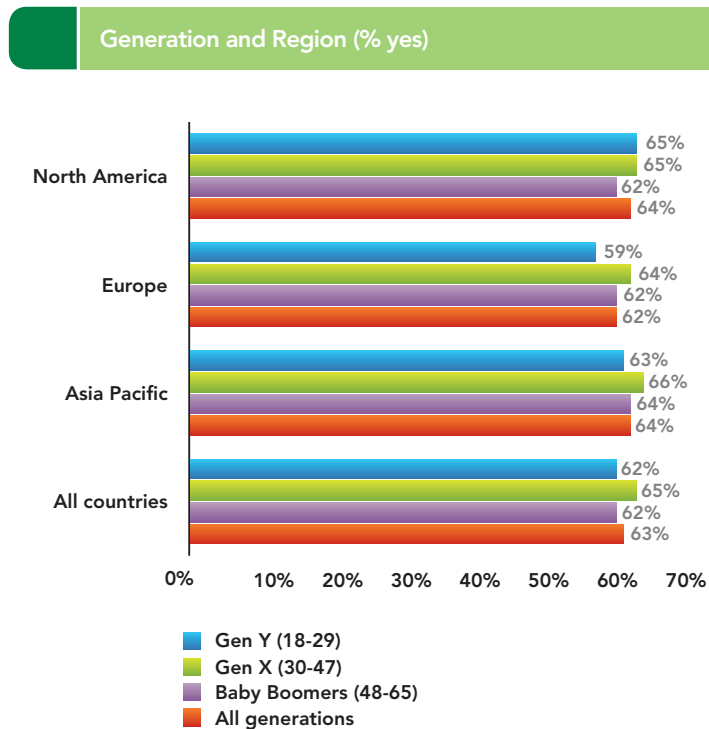
How do you feel about your ability to keep pace with technological and other changes in the workplace?





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Do you think you may be required to change your career at some stage in the future?

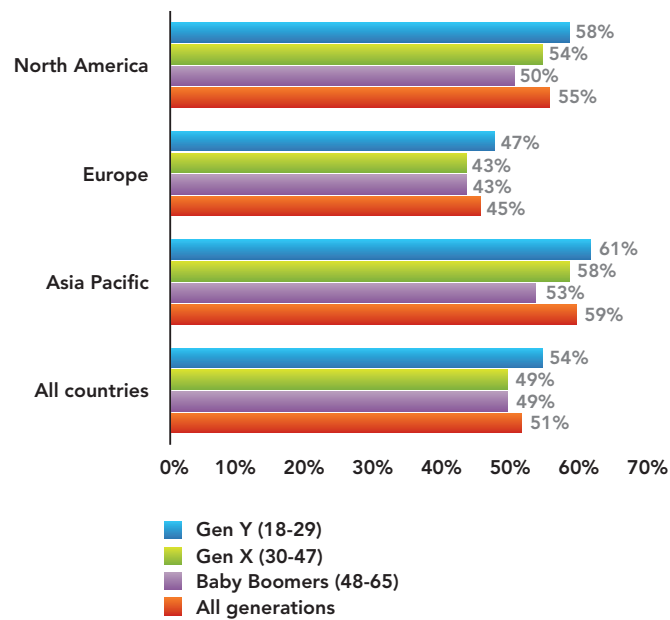




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Do you feel that your employer has a clear 'vision' of where the organization is headed?

Generation and Region (% yes)





## How would you describe your employer's approach to the future skills and training needs of your organization?

