



**FOR IMMEDIATE RELEASE**

## **International survey reveals how globalization is defining workplace skills**

**TROY, Mich.** (December 2, 2009) – Responding to globalization of the workplace, employees worldwide are developing a new suite of cross-cultural and language skills that will equip them to prosper in a more multinational environment, according to recent findings from a global workplace survey.

The survey, by global workforce solutions leader Kelly Services, finds that individuals across all generations believe the experience they gain in a globally oriented environment will be critical to their careers.

Gen X (aged 30-47) reports the most direct experience within a global business environment, while Gen Y (aged 18-29) is driving the trend toward globalization, making international experience central to their job selection and promotion. Although baby boomers (aged 48-65) receive less formal support and training than their younger colleagues, they still feel they can succeed in a globalized workplace.

The findings are part of the [Kelly Global Workforce Index](#), which obtained the views of approximately 90,000 people in 33 countries across North America, Europe, and Asia Pacific.

Employees around the globe are recognizing how to thrive in a workplace with fewer international barriers, according to Kelly Services Executive Vice President and Chief Operating Officer, George Corona.

“Exposure to the international workplace is becoming the norm as more highly skilled people develop the capacity to export their talents wherever needed around the globe,” Corona says. “In this environment, the ability to work collaboratively with multinational teams is a critical requirement that we expect to become more commonplace.”

Key findings of the survey reveal that:

- 81 percent of Gen Y believe it is important to their career prospects that they become more globally oriented, followed by Gen X (78 percent) and baby boomers (71 percent).
- 69 percent of Gen X have recently worked closely with colleagues from a different country or culture, followed by Gen Y (67 percent) and baby boomers (66 percent).
- 84 percent of Gen X feel that they possess the skills to work in a more globally oriented workplace, followed by Gen Y (82 percent) and baby boomers (81 percent).
- In deciding where to work, exposure to a global environment is considered ‘extremely important’ by 32 percent of Gen Y, 30 percent of Gen X, and 26 percent of baby boomers.
- Only 35 percent of Gen Y receive formal cross-cultural or language training from their employers, followed by Gen X (33 percent) and baby boomers (27 percent).

Although Gen X and baby boomers have more international experience, Gen Y more readily embraces that experience as a factor in determining future job choice and career progression. Gen Y also receives the bulk of employer-provided training.

“We are seeing a generation emerge that is very confident operating in a global environment. This will lead to many more transferrable skills, and a business dynamic where human capital can be deployed seamlessly to almost any location on short notice.

“Given the significant role this will play in transacting future business and attracting new talent, we expect to see many more firms devoting resources to equip staff with the language, culture, and flexibility they need to be successful in a truly global context,” Corona concludes.

For more information on the survey results, please visit [www.kellyservices.com](http://www.kellyservices.com).

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**About the Kelly Global Workforce Index**

The Kelly Global Workforce Index is a survey revealing opinions about work and the workplace from a generational viewpoint. Results of the current findings from across Kelly’s global operations in North America, Europe, and Asia Pacific will be published throughout 2009 in a series of six releases.

**About Kelly Services**

Kelly Services, Inc. (NASDAQ: KELYA, KELYB) is a world leader in workforce management services and human resources solutions. Kelly offers a comprehensive array of temporary staffing, permanent placement, outsourcing, and consulting services. Kelly serves clients around the globe and provides employment to 650,000 employees annually. Revenue in 2008 was \$5.5 billion. Visit [www.kellyservices.com](http://www.kellyservices.com).

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## KELLY GLOBAL WORKFORCE INDEX

### Globalization of Work: Key Global Findings

#### North America

- 65 percent of Gen Y have worked closely with colleagues from a different country or culture in the last two years, higher than for Gen X (64 percent) and baby boomers (62 percent).
- Among baby boomers, 78 percent feel they currently have the skills to work in a more globally oriented workplace, compared with 80 percent in Europe and 90 percent in Asia Pacific.
- 76 percent believe it is important to their career prospects that they become more globally oriented.
- 41 percent say they receive no formal cross-cultural or language training from their employer.
- In deciding where to work, 27 percent of Gen Y say it is 'extremely important' to work in a global environment, compared with 24 percent of Gen X and 21 percent of baby boomers.

#### Europe

- 65 percent of Gen X have worked closely with colleagues from a different country or culture in the last two years, higher than for baby boomers (62 percent) and Gen Y (61 percent).
- 80 percent feel they currently have the skills to work in a more globally oriented workplace, the same as in North America, but less than in Asia Pacific (88 percent).
- 76 percent believe it is important to their career prospects that they become more globally oriented.
- 59 percent say they receive no formal cross-cultural or language training from their employer.
- In deciding where to work, 30 percent say it is 'extremely important' to work in a global environment, compared with 36 percent in Asia Pacific and 24 percent in North America.

#### Asia Pacific

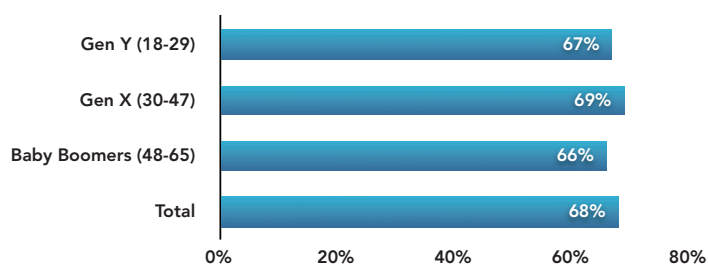
- 77 percent have worked closely with colleagues from a different country or culture in the last two years, higher than for North America (64 percent) and Europe (63 percent).
- 88 percent feel they currently have the skills to work in a more globally oriented workplace, higher than for North America and Europe (both 80 percent).
- 84 percent believe it is important to their career prospects that they become more globally oriented.
- 63 percent of baby boomers say they receive no formal cross-cultural or language training from their employer followed by 53 percent of Gen X and 46 percent of Gen Y.
- In deciding where to work, 36 percent say it is 'extremely important' to work in a global environment, compared with 30 percent in Europe and 24 percent in North America.



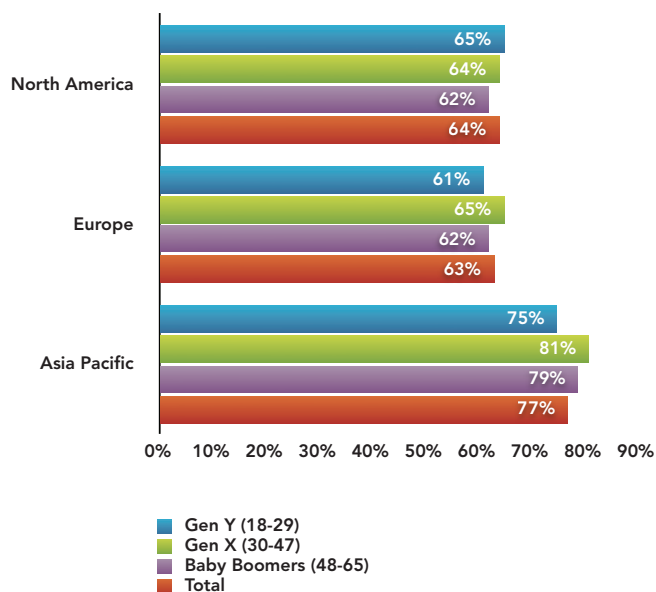
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In the last two years, have you had the chance to work closely with colleagues from a different country or culture to your own?

### A Generation (% Yes)



### B Region (% Yes)

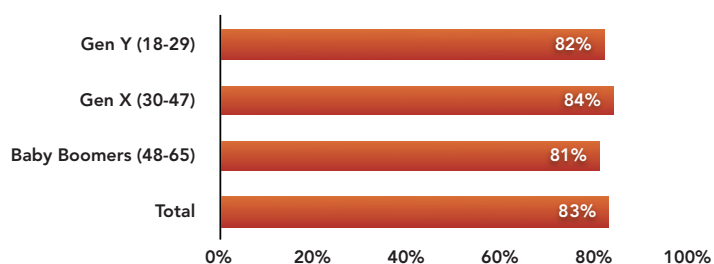




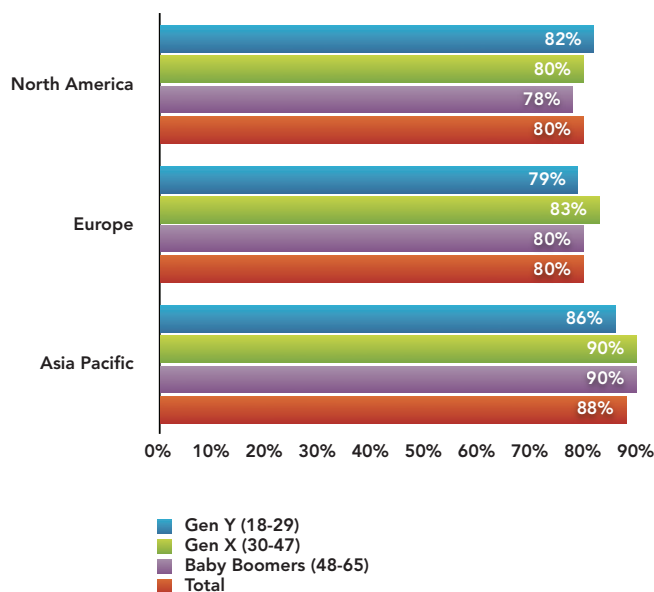
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Do you feel that you currently have the skills to work in a more globally oriented workplace with people of different nationalities and cultures?

## A Generation (% Yes)



## B Region (% Yes)

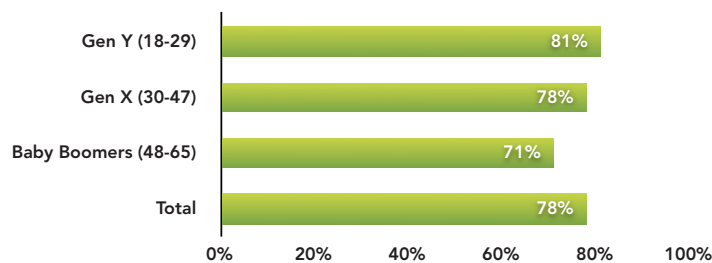




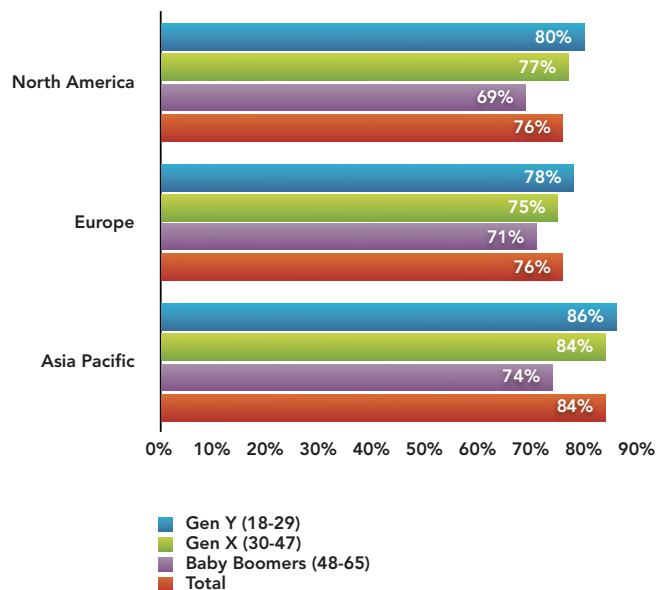
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Do you feel that it is important to your career prospects that you become more globally oriented in the way you work?

## A Generation (% Yes)



## B Region (% Yes)

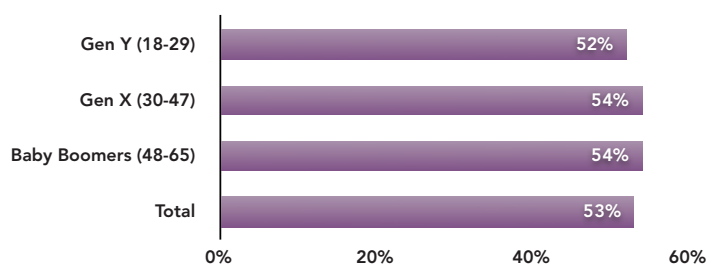




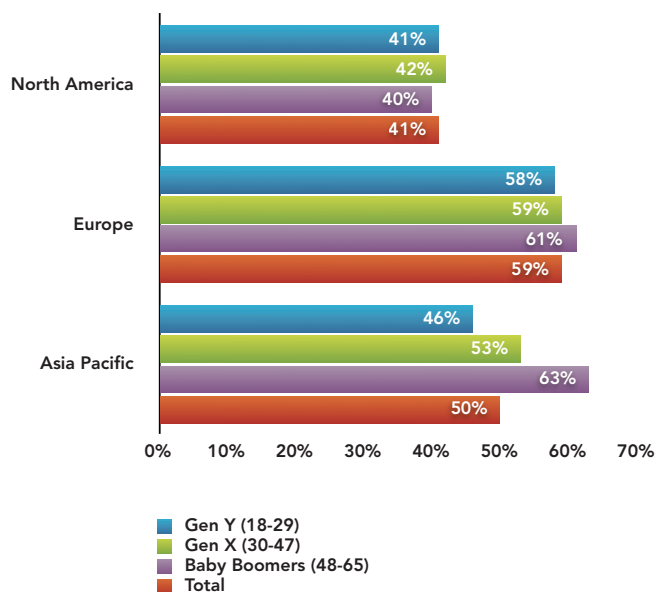
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Does your employer encourage or offer courses to help in dealing with other cultures eg, education, language training?

### A Generation (% No)



### B Region (% No)





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In deciding where to work, how important is it to be able to work in a global environment with people of varied nationality and cultures?

