

The rising demand for ethical businesses

25 November 2014 – Johannesburg: Globally, there is emerging evidence of a trend towards employees entering the working world to seek employment with businesses that demonstrate ethical corporate behaviour, and which support the local communities in which they operate. Global workforce solutions provider Manpower states that an increasing trend among people considering employment opportunities is to ask about the prospective employers business practices as well the businesses involvement within the local community.

Manpower South Africa Managing Director Lyndy van den Barselaar explains that there is a rising trend amongst individuals looking for prospective employment to ask poignant questions about their possible employer. It is clear that those in the job market are favouring businesses and brands that are open, honest, and transparent, governed by policies and leadership that promote ethical corporate practices, and who actively involve themselves in supporting and uplifting projects and initiatives within the local communities where they are geographically situated."

Supporting this, a Havas global prosumer report on citizenship and communities found that more youth are demanding more from businesses and are instead choosing to work for brands and companies that invest in local communities and demonstrate ethical business practices and policies. The report further states that business used to be about one thing – maximizing profits, however found that, as corporations have grown in size and power, people have higher expectations of them. The survey respondents wanted big business in general, and their brand partners in particular, to play a role in driving change and to work toward the greater good rather than acting solely on the basis of their own agendas. A further statistic from the study revealed that over 70% of all respondents for all age groups believed that the more powerful a corporation became, the more obligated the corporation was to behave ethically.

States van den Barselaar, "Within the South African context, employees across the board are more inclined to accept employment offers from those businesses that are regarded as being ethical. This leads to another situation where those businesses that have an ethically sound reputation will attract the best available talent, and if this reputation is maintained, will develop a workforce of advocates. We can consider 'ethical reputation' as a new and growing decision-making criteria for employees."



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"It is therefore advisable for businesses wishing to attract and retain key talent in their industry to adopt policies and business practices that promote the positive ethical standing of the business, and further demonstrate this ethical behavior by actively getting involved in the community in which they are represented, either by their head office, or by a branch of their business."

"We can also expect this ethical behavior position to develop further into other stakeholder groups. Business partners, investors, suppliers and customers are all also demonstrating an interest in the ethical business practices of a business – as stakeholders are more willing to show their support to a business that has more than a financial interest at heart."

Concludes Van den Barselaar, "This is something that Manpower takes extremely seriously, and we are very proud to have been recognised by the Ethisphere Institute, an independent centre of research promoting best practices in corporate ethics and governance, as a 2014 World's Most Ethical Company® in March this year, for the fourth consecutive year."

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About ManpowerGroup

ManpowerGroup™ (NYSE: MAN) is the world leader in innovative workforce solutions that ensure the talent sustainability of the world's workforce for the good of companies, communities, countries, and individuals themselves. Specializing in solutions that help organisations achieve business agility and workforce flexibility, ManpowerGroup leverages its 65 years of world of work expertise to create the work models, design the people practices and access the talent sources its client's need for the future. From staffing, recruitment, workforce consulting, outsourcing and career management to assessment, training and development, ManpowerGroup delivers the talent to drive the innovation and productivity of organisations in a world where talentism is the dominant economic system. Every day, ManpowerGroup connects more than 630,000 people to work and builds their experience and employability through its relationships with 400,000 clients across 80 countries and territories. ManpowerGroup's suite of solutions is offered through ManpowerGroup™ Solutions, Manpower®, Experis™ and Right Management®.