



ManpowerGroup™

February 4, 2014

## **Right Management to Offer Personal Websites to Transitioning Candidates through Partnership with Workfolio**

### **Right Management's Career Transition Solutions Bolstered by Workfolio's Innovative Personal Website Technology Platform**

MILWAUKEE, Feb. 4, 2014 /PRNewswire/ -- [Right Management](#), the talent and career management experts within ManpowerGroup (NYSE: MAN), and [Workfolio](#), the innovative leader in personal branding websites, have established an exclusive industry partnership to offer personal website technology as part of Right Management's Career Transition and Outplacement services. The partnership will offer Workfolio's personal website technology platform as part of Right Management's Outplacement solutions worldwide.

(Logo: <http://photos.prnewswire.com/prnh/20130924/MM85591LOGO>)

"Right Management's Outplacement and Career Transition solutions, combined with Workfolio's personal website technology platform, are unmatched and offer innovative value to employers faced with headcount reductions," said Bram Lowsky, Right Management's Group Executive Vice President and Global Head of Career Management. "Employers can be assured their transitioning employees have access to the latest technology to help them break through the clutter and competition to land that next job quickly. What's more, Right Management's career coaches help candidates reach their full potential and create a brand presence that celebrates that potential on personal websites and throughout the entire interviewing and selection process."

Hiring managers are increasingly turning to personal websites and cyber-vetting to identify candidates for open positions. According to an independent study commissioned by Workfolio, 56 percent of the 300 hiring managers surveyed cited personal websites as the most impressive tool candidates can have to support their job search. In addition, of the 1,200 individuals surveyed, 77 percent indicated they would like a personal website, while only 5 percent said they have one.

"This partnership with Right Management provides Workfolio a unique opportunity to team up with an organization with a rich history of helping people during career transition and one with an unmatched global presence," said Charles Pooley, Workfolio's CEO and Founder. "Workfolio's cutting-edge professional visibility applications are setting a new standard for the job search process, where personal websites will soon be as universal as resumes and CVs. As more and more recruiters turn to online searches when making candidate assessments, personal websites elevate visibility and provide the personal branding differentiation that job seekers need to get the offer."

Workfolio's personal website technology platform is an intuitive, self-service web application that allows individuals to create personal websites in minutes, incorporating personalized colors, backgrounds and font styles. Each personal website template features award-winning designs, personal domains and email addresses, file and media hosting, traffic analytics, promotional tools and the ability to share insights on their own magazine-quality blog. Users can also access their LinkedIn profiles to quickly connect to already-created career details. Visit [www.workfolio.com](http://www.workfolio.com) to view examples of personal websites.

Right Management's career coaches work with transitioning candidates to develop and execute effective career strategies. Candidates are guided to produce a clear, consistent and compelling brand presence that is accelerated through Workfolio's personal website technology, targeting recruiters and employers with a fresh, new approach. One-on-one coaching and consulting, coupled with the best technology -- Workfolio's personal website technology, RightEverywhere 24/7 and iView - generate not only the greatest value for employer investment, but also the best outcomes for candidates.

#### **About Right Management**

Right Management is the global leader in talent and career management workforce solutions. As the workforce consulting experts within [ManpowerGroup](#), the firm designs and delivers solutions to align talent strategy with business strategy. Expertise spans Talent Assessment, Leader Development, Organizational Effectiveness, Employee Engagement, and Workforce Transition and Outplacement. With offices in over 50 countries, Right Management partners with companies of all sizes - including more than 80% of the Fortune 500 - to help grow and engage their talent, increase productivity and optimize business

performance. Read the latest insights from our global thought leaders at [www.right.com/blog](http://www.right.com/blog) and follow [@RightUpdates](https://twitter.com/RightUpdates) on Twitter for talent management news.

### **About Workfolio**

Workfolio develops products and services that empower professionals be more visible and get the most from the work they do. Its flagship product, [Workfolio.com](http://Workfolio.com), is an application which helps people create stunning personal website in minutes. According research done by Workfolio 56% of hiring managers are more impressed with a personal website than any other tool. Workfolio is a "Best Website For Your Career" award winner by Forbes. Workfolio operates out of New York and Detroit. For more information contact Kara Silverman at [\(212\) 918-9898](tel:(212)918-9898) (option 4), email [press@workfolio.com](mailto:press@workfolio.com) or visit [www.workfolio.com](http://www.workfolio.com).

SOURCE ManpowerGroup

News Provided by Acquire Media