



MEDIA RELEASE

Engaging high-performing talent is critical in current economic situation, says Dharendra Shantilal, newly-elected President for Singapore Staffing Association

Senior Vice President - Asia Pacific of Kelly Services named President for Singapore Staffing Association

Singapore, August 21, 2008 – Businesses in Singapore must build a robust talent map and avoid short term gains with cost cutting strategies that could hurt an organization's talent pipeline and leadership bench-strength in the long term, says Dharendra Shantilal, Senior Vice President - Asia Pacific of Kelly Services, a global leader in human resources solutions and newly-elected President for the Singapore Staffing Association.

He adds that it is crucial for companies to recognize that talent is linked to business performance in any economic situation. Even as Singapore braces for a global slowdown in growth, engaging and retaining high-performing talent amidst changing demographics such as a graying population and mobility of talent regionally and globally need to continue.

"People tend to depart from an organization because they think that leadership has failed when there is a freeze on hiring, travel restrictions or when they know that normal processes and systems have been interrupted," says Mr Shantilal. Even if they were not the ones to leave, high-performing staff may lose confidence in the organization and its leadership.

One key area, according to Mr Shantilal is for companies to communicate to their staff that there is a talent roadmap even if their business moves to a period of slower growth.

"Many businesses have a tendency to focus on the quarterly reporting of results. However, they must also have a longer view of things and this includes talent management and performance. Organizations should be building plans which evaluate and appraise their staff on current performance and future potential, and use this information to develop strategies and tactics to nurture, motivate and retain their most valuable talent who will help them sustain and enhance business performance in the future regardless of the state of the economy," Mr Shantilal concluded.

Dhrendra Shantilal is the Senior Vice President - Asia Pacific of Kelly Services and oversees the entire Kelly Asia Pacific operations across 12 countries and territories. A pioneer in staffing services in Singapore, Mr Shantilal played a vital role in assisting Kelly Services gain a foothold in China, through the acquisition of P-Serv, a major player in North Asia's talent management market in 2007. With the acquisition, Kelly Services now has a global network consisting of 37 countries and territories, thus making it one of the largest recruitment organizations in the Asia Pacific region.

About Kelly Services

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a world leader in human resources solutions headquartered in Troy, Michigan, offering temporary staffing services, outsourcing, vendor on-site and full-time placement to clients on a global basis. Kelly provides employment to more than 750,000 employees annually, with skills including office services, accounting, engineering, information technology, law, science, marketing, creative services, light industrial, education, and health care. Revenue in 2007 was \$5.7 billion. Visit www.kellyservices.com.

Media Contact:

Samantha Pang
Senior Marketing Manager
Kelly Services
Direct: (65) 6501 4718 Mobile: (65) 9651 5542
Email: samantha_pang@kellyservices.com.sg