



KELLYOCG COMMITTED TO DELIVERING OUTSOURCING EXCELLENCE THROUGH CERTIFIED PROFESSIONALS

Twenty-five leaders from Kelly Outsourcing and Consulting Group (KellyOCG) participated in a Certified Outsourcing Professional® (COP) master class in 2011 at Kelly World Headquarters, located in Troy, Michigan. The COP class is offered by IAOP®. KellyOCG is the Outsourcing and Consulting Group of Kelly Services, Inc. (NASDAQ: KELYA, KELYB), a leader in providing workforce solutions.

The tremendous growth in outsourcing over the last several years has caused businesses worldwide to recognize that they also have an exploding demand for outsourcing professionals who can effectively lead these initiatives from beginning to end.

As the global standard-setting organization and leading advocate for the outsourcing profession, the IAOP works with buyers, sellers, and advisors worldwide to develop executive capabilities within the outsourcing end-to-end process. The COP master class course sets the stage for COP candidates who aspire to consult at all levels of the organization and to lead outsourcing initiatives on behalf of a client. As a result of completing the COP master class, attendees will earn points to apply for the COP certification.

KellyOCG has been a corporate member of IAOP since 2007.

"IAOP is pleased to bring the COP master class to KellyOCG. As firms recognize that there's no substitute for getting outsourcing right the first time, especially during these uncertain economic times, the framework the COP Master Class provides is critical in getting optimal results and a great way to ensure success," said IAOP CEO Debi Hamill.

"The COP program was selected due to its global recognition and application across all of our outsourcing practices," said Teresa Carroll, Sr. Vice President and Centers of Excellence and General Manager, KellyOCG. "The program reinforces Kelly's knowledge of the outsourcing marketplace and furthers our change management expertise as we continue to architect and deliver innovative workforce solutions to our clients."

"Holding a KellyOCG specific COP Master class was a good opportunity for us to get 25 of our leaders together to learn, as well as best practice share and discuss the concepts taught during the course. It was a good refresher and learning experience to revisit tried-and-true as well as new methodologies important to effectively developing and delivering outsourcing programs", says Zachary Misko, Vice President, Workforce Strategy, KellyOCG. "The discussions and interactions among the group over the course of the three days were extremely beneficial and we are excited to pursue next steps, which include completing the exam and application to become Certified Outsourcing Professionals (COPs)".

"The COP program helps ensure a consistent outsourcing framework across our existing and future solutions. As our customers are looking for a holistic approach to talent acquisition and management-this framework helps us build those solutions....leveraging our past while addressing the future.", says Lisa Fitzgerald, Senior Director, KellyOCG Contingent Workforce Outsourcing

The COP designation helped KellyOCG employees revisit fundamentals, best practices and learn new industry-accepted standards in effectively delivering outsourcing. By having a class at our corporate offices, with only KellyOCG employees, we greatly benefited in the opportunity to spend 3 days in a cross functional team environment, interacting with colleagues we don't typically work with day to day. This enabled sharing of best practices as well as disclosure of opportunities, in which we all were able to discuss, brainstorm and solve. KellyOCG, like many companies today, has a large virtual workforce. This opportunity to come together using a trainer-led class teamwork model was informative, helped to build camaraderie and has set the stage for continued conversations since the training took place.

The information contained in the Outsourcing Professional Body of Knowledge (OPBOK) has been a great reference when looking to improve and create processes, communication with our customers and managing governance. As well, the case studies discussed during the training provided an opportunity to practice and learn from each of the teams different approaches to strategic outsourcing.

Several people from the class have formed groups to work together in preparing for the exam and studying the material to ensure practical application and use. This provided not only an opportunity to grow professionally, but an opportunity to strengthen our teamwork as well as establish a strong credibility within the industry.

About IAOP

A lot has changed since IAOP launched in 2005. Today's outsourcing is increasingly shaped by complex multi-sourced environments and disruptive technologies such as social, mobile, analytics, the cloud (SMAC) and robotics process automation (RPA).

Outsourcing professionals are increasingly working across and supporting a wide-range of operational models from procurement to vendor management to global business services.

IAOP's unique characteristic – core competency, if you will – is its ability to bring together a diverse, highly collaborative, and passionate group of individuals and organizations. It is the very nature of this network of customers, providers and advisors that makes IAOP a special place.

Our 120,000 members and affiliates worldwide are sharing ideas at IAOP conferences, learning at IAOP chapter meetings, getting trained and certified, connecting through IAOP social media all with one goal: to improve outsourcing outcomes.

About KellyOCG

KellyOCG is the Outsourcing and Consulting Group of Kelly Services, Inc. (NASDAQ: KELYA, KELYB), a leader in providing workforce solutions. KellyOCG is a global leader in innovative talent management solutions in the areas of Recruitment Process Outsourcing (RPO), Business Process Outsourcing (BPO), Contingent Workforce Outsourcing (CWO), including Independent Contractor Solutions, Human Resources Consulting, Career Transition and Organizational Effectiveness, and Executive Search. Visit www.kellyocg.com.

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 530,000 employees annually. Revenue in 2010 was \$5 billion. Visit www.kellyservices.com.