Proven Leaders

Understanding the Value and Diversity that Veterans bring to the Private Sector

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Overview of Issues

- Post-9/11 Veterans unemployment rate:
  - 6.3% overall
  - Men – 9.2%
  - Women – 9.9%
- 1.5 Million service members are expected to exit from the Armed Forces within the next 4 years.
- Veterans have a different set of life experiences
- Unique skill sets due to military training
Veterans Are Non-Traditional

- They have a different set of life experiences
- Typically older because of their military service
- They are more diverse and understand how to use that diversity
- Unique skill sets due to military training
- Have been out of school, but are quick learners
- Are adaptable, trainable and can adjust to any situation
What do Veterans bring to the table

- Leadership
- Commitment
- Trust
- Work Ethic
- Diversity/Inclusion
- Mission accomplishment
- Initiative
- Adapt to change
- Management Skills
- Accountability
- Quick to learn
- Technically skilled
The Struggles
Recruiting, Hiring, Retaining

- Communications
- Finding Qualified Veterans
- Hiring Managers
- Skill Sets
- Resumes
- Culture
How do you attract great talent

- Create or enhance a Veteran hiring initiative.
- Understand the Value and assets Veterans bring to the workplace as employees.
- Strategize on retaining Veterans.
- Develop an understanding of Military culture and experience.
- Create ongoing relationships with leading veteran organizations.
- Cause and brand military marketing programs that attract employees.
- Using Social Media to reach the veteran community.
Things to consider

- How can organizations relate to, reach, and engage this community?
- How do we identify their transferable skills and fit them into our organizations?
- What can our organizations do to help former military personnel transition to the civilian workforce?
Questions/Comments
“The willingness with which our young are likely to serve in any war, no matter how justified, shall be directly proportional to how they perceive the veterans of earlier wars were treated and appreciated by their nation.”

George Washington, 1789