

# THE VALUE OF VETERANS TO EMPLOYERS

Employers often struggle to understand how veterans can help their company.

Veterans comprise a critical valuable human resource talent pool entering America's workforce. Their training, education, skills, characteristics and experiences are often unparalleled. If properly integrated into America's businesses, veterans can help companies achieve higher financial targets, improve innovation, and expand into new markets, making America stronger.



## Focus on Characteristics, not Skills Gaps

Employers struggle with human capital management more than any other challenge in today's world economy. When asked about the employees they most recently released, employers most often highlight character flaws (disloyal, unaccountable, selfish) not skills gaps (licenses, certifications, education) when describing their rationale for removal. Yet, employers hire new employees focusing mostly on skills listed in a vacancy announcement, *not* characteristics. In sharp contrast, veterans come to the civilian workforce possessing those characteristics most wanted by employers. Hiring veterans for their characteristics and training to their skills gaps will result in higher employee productivity and reduced employee turnover.<sup>1</sup>

## Talking Points

**Accountable:** Veterans take ownership of their actions. They have learned to take charge of the duties entrusted to them and execute tasks with minimal supervision.

**Agile & Adaptive:** Veterans have worked in dynamic environments under extreme pressure. By understanding the company's goals, they can rapidly change processes and make quick decisions to ensure they respond to requirement changes and still achieves desired goals.

**Disciplined:** Veterans are self-starting, disciplined leaders and followers. They have reduced rates of absenteeism and tardiness. When needed to work late on a project, they will be there.

**Quick-study:** Veterans are often given tasks for which they have no formal training but they quickly learn the requirements of the job, develop a plan, and move forward with full force.

**Resilient:** Veterans know how to persevere when faced with pressure. They have a drive to complete assigned tasks on time and are undeterred by obstacles or the lack of resources.

**Team player:** Veterans are all about "team." They served our Nation selflessly and with a sense of purpose based on a calling higher than oneself. In business, they subjugate themselves for the betterment of the team and the organization.

**Integrity:** Veterans have a proven track record of trustworthiness and live by a strong code of ethics and core values.

1. The Business Case for Hiring Veterans, The Corporate Executive Board Company, Corporate Leadership Council, 2013.

