

VETERAN TALENTS

HOW TO ATTRACT VETERAN  
CANDIDATES  
AND  
HOW TO RETAIN VETERAN HIRES

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# Military Rank and Structure

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- **ÜÇΛwPİ MΛ'YAG İ ū** E-1 through E-4 (generally up to four years of experience). Tactical/hands on.
- **İ w̄ Çaj oj 'YMΛ'YAG İ ū** E-5 through E-6 (generally 4-12 years of experience). Technical, Specialist, Supervisor, Manager.



- **—ĵ ΛwPİ MΛ'YAG İ ū** E-7 through E-9 (generally 12 – 14+ years of experience). Management, Senior Management, Deputy Director.
- **ç Uğ Ĩ ū** O-1 through O-10 Senior Management, Executive.



# Benefits of Hiring Veterans

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- Military are used to wearing many hats. They can easily multitask.
- Military members perform multiple roles outside of their designated title. Their title is only one of the many functions they perform.

- Military members are continuously learning. They train constantly and have an accelerated learning curve!
- Veterans contribute to Diversity. Experiential diversity for 'outside the box'!



- Military members are not used to failure. Therefore, they find ways to succeed.
- They are goal oriented, trained leaders, take responsibility seriously, know how to make decisions, work independently, have a great work ethic, and help you organize!

- Lead by example, through direction, delegation, motivation, and inspiration!
- Work Opportunity Tax Credit (WOTC). Look it up!

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# How to Attract / Source Veteran Talent



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- Does your website have a statement or page dedicated to Veterans? Brand yourself as a Veteran Ready organization (but you must be one...)
- Do you flag Veterans in your ATS. Have a system to identify veteran applicants.
- Are you posting jobs in the right places? Post jobs where veterans will see them!
- Are you encouraging veterans to apply? Do your job postings have a statement “Veterans encouraged to apply”?
- Social Media. Are you posting in veteran related groups on LinkedIn, Facebook, etc.?
- Consider your messaging. Are veterans a “cultural fit” (probably not), or a value fit (probably are). Does aligning with your “culture” mean that you are open to diversification? Speak more about your mission/values as opposed to “culture.”



# How to Identify Veteran Talents Resume & Strategies



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- Do you have a veteran on staff who can review veteran resumes?
- Are you educating your Talent Acquisition staff on how to evaluate veteran resumes?
- Are you subscribing to veteran candidate databases?
- Are you participating in DoD SkillBridge program?
- Are you posting in veteran related groups on LinkedIn and Facebook?
- Are you training your TA staff and Hiring Managers and using resources to understand and translate military terms?
- » ¿ AΨŲĭ ġ¿ A¿
  - \* <https://www.ziprecruiter.com/blog/how-to-translate-military-terms>
  - \* <https://matthewjlouis.com/military-to-civilian-thesaurus/>



# How to Interview Veterans

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# HOW TO INTERVIEW VETERANS

- Educate those interviewing veterans on best practices (google it if you're not sure.)

- You can't ask about deployments, disability, discharge, retirement pay, OFF LIMITS.

- Veterans view Leadership differently, and always have someone above them providing direction. They are very capable of making decisions but be patient when they hesitate at first. Teach this to your hiring managers.





# HOW TO INTERVIEW VETERANS

- Veterans aren't familiar with interviewing and can be nervous, appearing stiff.

- Military members work in teams and don't talk in singular terms. Ask about a team success and their role within that team, for example.

- Veterans are used to high level organization and structure and may take time getting used to corporate structure nuances and 'undocumented' hierarchy.





# HOW TO INTERVIEW VETERANS

- Military members lack experience in profit-driven decision making. Understand this and discuss it up front. You may provide internal training on the finance side of the business. **They are experienced at providing services at the lowest cost, but profit-driven decision making will be new to them.** There is a difference.





# How to Onboard & Retain Veterans





# How to Onboard & Retain Veterans

## Provide a dedicated resource

to support hiring and onboarding

- ✓ A veteran recruitment specialist who can help with explaining benefits and walking them through the selection process, for example.

## Pair the veteran

veteran hire with a mentor or 'buddy' to mentor them during this process and for the first year.

- ✓ This provides a 'safe' person for them to ask questions, advice, etc.

## Train your HR team

on veteran hiring and your managers on issues veteran hires face.



## Check in with your veteran hires often.

- If they are struggling in a specific role, maybe they are a good company fit, but not in the right role.
- Military members thrive on the sense of belonging, team, and working for feeling significant. They may feel a sense of 'lack of belonging'.

## The formality will wear off.

- The charming 'sir and ma'am won't last forever. If your organization is more informal, they'll get used to it eventually!



## They speak a different language

- they will learn yours, but it will take time. When they say something you don't understand, just ask and they will explain.
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