



SUPPORTING VETERANS IN THE WORKPLACE

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Each Veterans' Day, it is imperative that our commitment to military veterans is extended beyond bumper stickers, flags in the front yard and a round of drinks at the local corner bar. Military veterans have sacrificed many things to keep us safe; the least we

80% of the jobs in the military are non-combat occupations, many of which can translate to civilian jobs in fields such as IT, healthcare, business & operations.



Speaking as one of the 92%⁴ of the United States population who has not served as a member of the military, I realize that we have an obligation to serve the brave men and women who have given up so much to serve us. As HR professionals, our duty to our military veterans begins by fostering organisational structures that are military friendly and provide an environment where veterans can truly thrive.

Mark Matthews, HR Manager, VetsEZ



can do is our small part to serve them once they return home. The topic of fostering an empowering work environment for military veterans is refreshingly easy to understand and support. Not only is it the morally correct decision, it is also a sound business strategy. Business owners and HR professionals know the benefits of a workforce which operates with a diversity of thought and experience.



Business Case for Developing a Veteran Friendly Culture

Determining the motivation for a veteran-friendly organization is a vital first step to building a work environment that is conducive to building a strong military-oriented culture. The decision to create a supportive work environment for veterans is a just as much, if not more so, a benefit to the business as it is to the veterans themselves. Military veterans bring a wide variety of skills and perspectives that are essential for the success of any organization. These attributes include, but are not limited to:

- » Leadership and teamwork
- » Independent thinking
- » Problem-solving and decision-making.
- » Honesty and attention to detail.
- » Global perspectives.¹

One of the many organizations that is dedicated to assisting United States veterans in their transition from the military to the civilian world is the American Corporate Partners (ACP). Some of the most recognizable corporations in the world partner with the ACP to accomplish this mission. These organizations include: UPS, PepsiCo., The Home Depot, JP Morgan Chase, Johnson & Johnson and Intel. Moreover, while not an ACP partner, Amazon is vocal in its efforts to actively seek military veterans, as Amazon strongly believes in their capacity to be leaders who can “invent, think big, have a bias for action, and deliver results on behalf of their customers”.

BENEFITS OF A DIVERSE WORKFORCE

In 2019, it is no secret that a diverse workforce is essential to the success of an organization. In 2017, the Boston Consulting Group (BCG) completed a study where employees at more than 1,700 companies in eight countries (the United States being one of them) across a variety of industries and company sizes were surveyed regarding their perceptions of diversity at the management level.

Based on the findings of the survey, companies that reported above-average diversity on their management teams also reported innovation revenue that was 19% higher than that of companies with below-average leadership diversity.²

The United States military is compiled of individuals of different races, ethnicity, gender and socioeconomic backgrounds. In addition to the vast cultural diversity

in its ranks, the act of serving their country provides every service man and woman with an additional set of experiences and perspectives, which can prove invaluable to employers.





Developing and Implementing a Military Friendly Culture

While the benefits of building an organizational culture that fosters a supportive work environment for veterans are clear, it is easy to feel lost when getting started. Here are a few strategies that could be helpful when working to build a military-friendly culture.³

Recruit with Military Veterans in Mind

There are countless resources available for identifying high-quality veteran candidates. Some of these include:

- » Working with the DoD sponsored organization called the Employer Support of the Guard and Reserve (ESGR) connects military-friendly organizations with service men and women in the National Guard
- » Harnessing the power of LinkedIn and dozens of LinkedIn groups offers the ability to interact with veterans seeking employment opportunities
- » Partnering with local colleges and universities helps employers to identify veteran students that are looking to join the civilian workforce upon graduation
- » Utilizing job boards such as gijobs.com, military.com and militaryhire.com are a few of the many job boards that target veteran candidates.

In addition to these options, a thorough understanding of the jobs (otherwise known as Military Occupational Codes – MOCs) that the military has available to service men and women is essential to understanding the experience that veterans have gained while serving. There are over 7,000 MOCs! About 80% of the jobs in the military are non-combat occupations and many of these jobs correlate very closely to civilian jobs in fields such as IT, healthcare, business & operations, and many others.

Promote Military Friendly Internal Communication

Internal communication can be a huge factor in building any organization's culture. In relation to building a veteran-focused organization, corporate communication that highlights topics of importance to the military will relay the message that the company places value on the military community. This content can include a spotlight on military holidays, a Q&A with internal veteran employees and/or simply acknowledging the military community in an organization. The bottom line here is to be creative and have fun!

Identify a Corporate Organizational Structure and Career Path

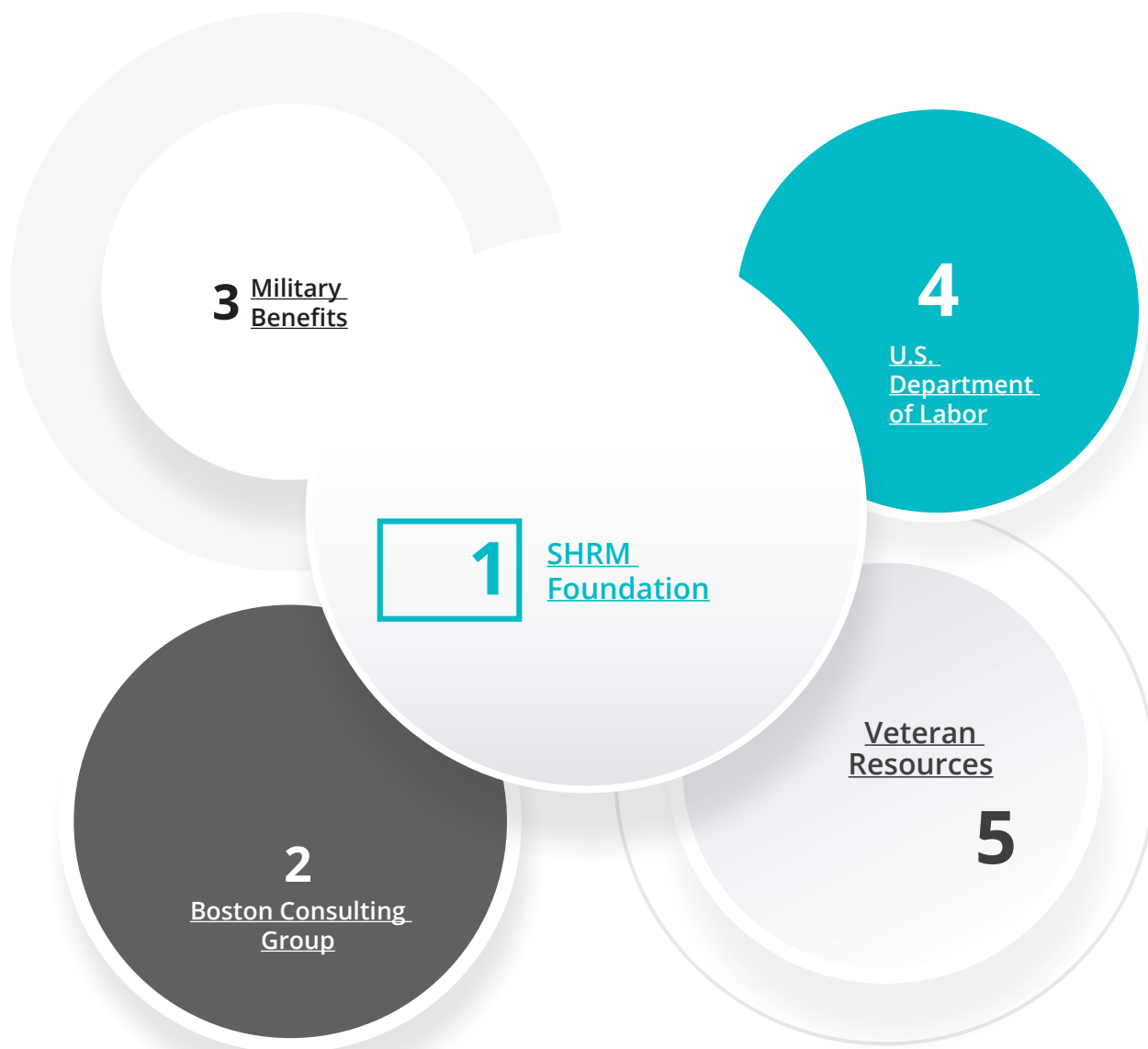
Military veterans are accustomed to working within an organization with a strong vertical structure where there is a strict hierarchy of command. As a result, a clear and easily accessible organizational chart can assist in making a veteran feel more comfortable with the direction of the company.



ASK AND LISTEN!

By hiring a military veteran, an organization is adding a highly competent and life-experienced individual. By proactively encouraging communication between veterans and Human Resources/Management, the organization can tap into insight that can be invaluable to its growth, improvement and success. This communication can identify cultural strengths to be celebrated, as well as areas that could use additional attention and resources.

REFERENCES AND RESOURCES



VetsEZ is a leading provider of information technology services to commercial and government markets. We are a company of Subject Matter Experts that have a deep expertise in Healthcare IT and Benefits Delivery. Our services portfolio includes Program Management Office Support, Enterprise, System and Application Architecture, Software Design and Development, Data Management, Process Management, Health Data Interoperability, Standards Definition, Software Quality Assurance, Independent Validation and Verification and Operations and Sustainment Support.