

A Roadmap To Recruiting And Retaining Top Veteran Talent

A Counter-Intuitive Approach

WHO

WHY

A Problem

HOW

WHAT

Who Are Top Veterans?

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Who Are You to Veterans?

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Why Should You Hire Veterans?

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Why Should Veterans Work for You?

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THE PROBLEM:

VETS ARE MISUNDERSTOOD



THE PROBLEM:

VETS ARE MISUNDERSTOOD



TWO
IDENTITIES

THE PROBLEM:

VETS ARE MISUNDERSTOOD

TWO
IDENTITIES

ISSUES

THE PROBLEM:

VETS ARE MISUNDERSTOOD

TWO
IDENTITIES

ISSUES

THE
RESULT

HEROES
VS.
VICTIMS

DAMAGED LEADERS VS. STRATEGIC ASSETS

EMPLOYERS
LOSE

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HOW

It's Very Simple

Do's

Dont's

HOW

It's Very Simple

- HAVE CONVERSATIONS

Do's

Dont's

HOW

It's Very Simple

- HAVE CONVERSATIONS
- CHANGE YOUR MINDSET

Do's

Dont's

HOW

It's Very Simple

- HAVE CONVERSATIONS
- CHANGE YOUR MINDSET
- LEARN

Do's

Dont's

Some Things to Do

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Some Things *Not* to Do

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WHO

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What: Recruiting

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What: Retention

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The Future: Bonus Material

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Next Steps

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Resources:

http://www.blogs.va.gov/VAntage/wp-content/uploads/2014/11/GY6_Infograph_Perceive911Vets_Final-192x1024.png
<https://www.blogs.va.gov/VAntage/16011/americans-are-viewing-veterans-all-wrong/>
<https://gotyour6.org/impacts/cultural-perceptions-of-veterans/>
<https://www.slideshare.net/EdelmanInsights/2016-veterans-wellbeing-survey>
https://www.huffingtonpost.com/2014/11/07/post-911-vets-mental-health-issues_n_6115900.html
<https://www.usatoday.com/story/news/nation/2013/04/06/recent-war-vets-face-hiring-obstacle-ptsd-bias/2057857/>
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<http://www.pewresearch.org/fact-tank/2017/11/10/the-changing-face-of-americas-veteran-population/>
<http://www.pewresearch.org/fact-tank/2016/11/11/profile-of-u-s-veterans-is-changing-dramatically-as-their-ranks-decline/>
<https://www.census.gov/topics/population/veterans.html>