

# HOW TO MAKE 1 OUT OF 4 HIRES A VETERAN

A talent pool like no other: an estimated 18 million Veterans live in the United States, making up about 7.3% of the population.





# 25%

**MAKING 1 OUT OF 4 HIRES A VETERAN IS NO EASY TASK.**

**ACCORDING TO A SURVEY BY A MAJOR RECRUITING ORG, 80% OF ORGANIZATIONS LACK VETERANS RECRUITING PROGRAMS.**

**WE WANT TO CHANGE THIS.**

# INTRODUCTION



A talent pool like no other: an estimated 18 million Veterans live in the United States, making up about 7.3% of the population. These men and women bring exceptional leadership skills, mission focus, global perspective, and discipline to an organization. Yet Veterans across the nation are still struggling to find employment due to culture gaps between the military and civilian workplace.

**A hefty 28.6% of total new hires at [HRU Technical Resources](#) were Veterans in 2020.**

We stand proud in our ability to connect employers with transitioning service members and Veterans, who's military experience is an asset to any workplace. We have a dedicated recruitment team that understands service members expertise, led by technical recruiter Brian McIntosh. Brian is an Army Veteran, who served 3 years active duty with the 1<sup>st</sup> Cavalry Division out of Fort Hood. We thank Brian and all our Veteran employees for their service!

Making 1 out of 4 hires a Veteran is no easy task. According to a [survey](#) by a major recruiting org, 80% of organizations lack Veterans recruiting programs. We want to change this.

We're taking you behind the scenes with this detailed playbook to advance your Veteran recruiting strategy to the next level, and help your organization recruit the heroes you deserve.

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# 1

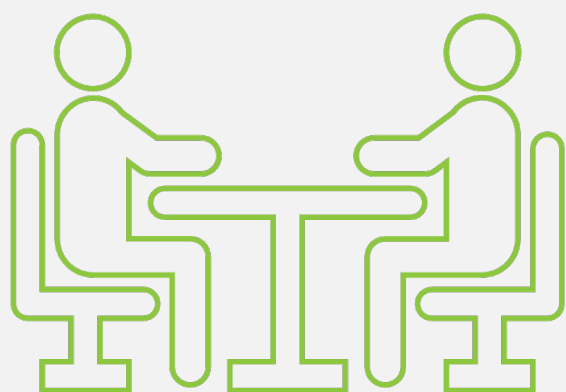
## EDUCATE YOURSELF ON MILITARY CULTURE AND SKILL

The military tends to operate in a strict command and control culture. This differs from civilian workplace expectations in many ways. Learning and understanding their culture will help you interpret the skillset and proficiency of Veteran candidates, even if they are unable to do so. Being able to appreciate the unique intelligence and experience a Veteran possesses is an important part of hiring Veterans.



### FEELING UNQUALIFIED

Commonly a Veteran won't apply for a position if the job description seems too far-fetched from the specific military skills that they have. Since the military performs in such a stern culture, many Veterans are unaware that civilian job requirements are often flexible. You can avoid this by communicating any leniency on prerequisites or job duties, while explaining to the Veteran how their overall experience counts for a majority of the job requirements.

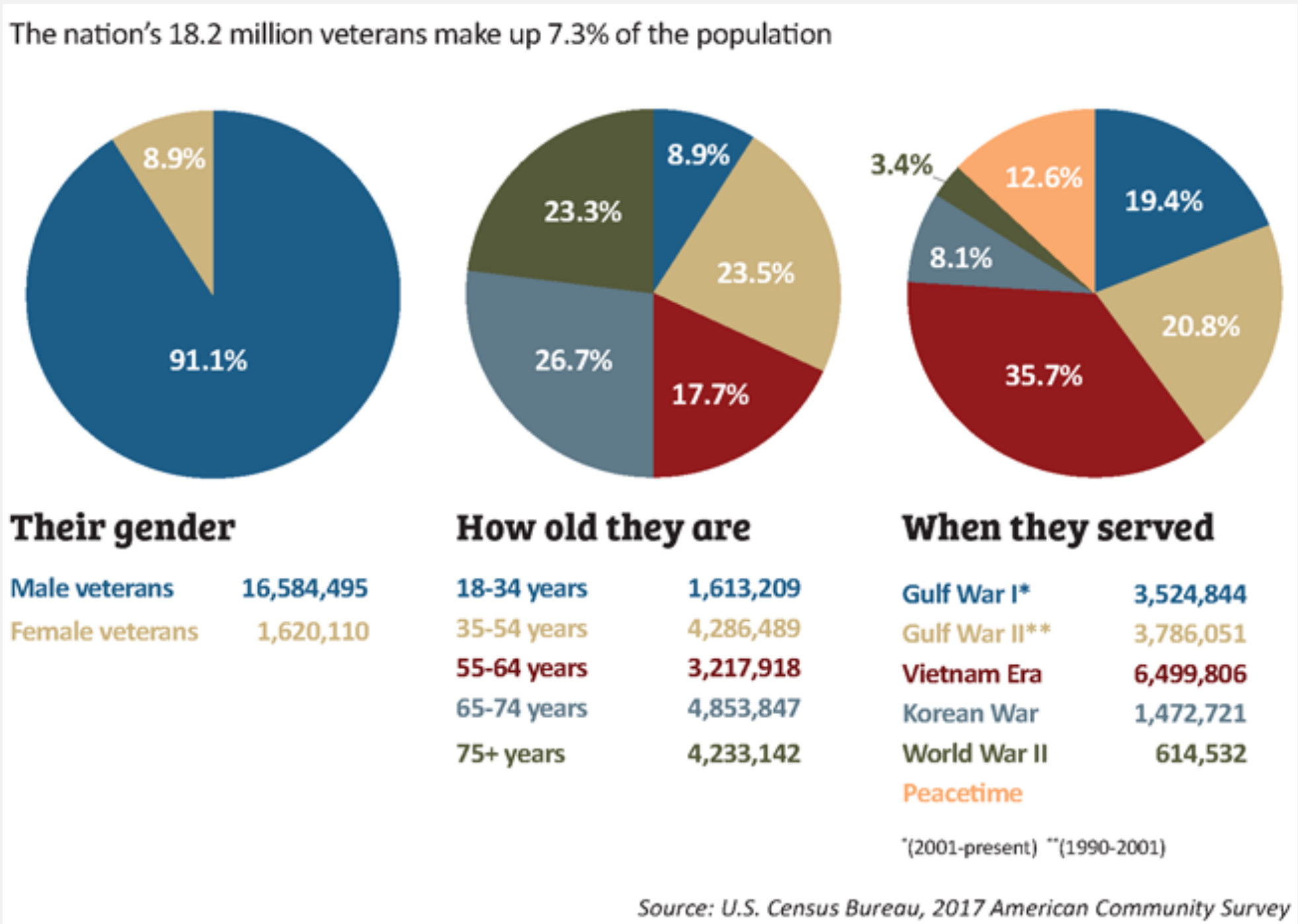


### INTERVIEW TECHNIQUES

The military culture also may alter the way a Veteran performs in interviews. A large practice of military members is their continual respect for authority, and this may show in a Veteran's interview style by inhibiting them from showing any personality or charisma during their interview. This communication style may come off as a hostile dialogue and can mislead hiring managers as a gesture of lack of interest or cultural unfit.

# Who are our Veterans:

The next step is to understand the demographics of our current Veteran population.



Also, according to the US Census, the number of people identifying as Veterans has steadily declined for the last two decades. This is due to the overall size of the military decreasing and our population aging.

## How are our Veterans doing?

Prior to the 2020 Covid-19 pandemic, the economic position of American Veterans was improving. The vet unemployment rate in 2019 was sitting at its lowest point at 3.1%, in comparison to the nation's unemployment rate at 3.7%. As well as the median 2019 income for Veterans was \$44,241, and the median income for civilians was \$35,977.

# 2

## KNOW THE LINGO

Learning how to translate military jargon into workplace skills is one of the most critical aspects of Veteran hiring. Terms like “[MOS](#)”, “[AFSC](#)”, and “[PCS](#)” are a foreign language to most recruiters and employers. At the same time, identifying hard skills, soft skills, and skill gaps isn’t as straightforward as it sounds for most Veterans. Fortunately, with over 10,000 different occupational specialties, the military provides the training and skills that employers are looking for, whether they know it or not.

### FIRST YOU NEED TO FAMILIARIZE YOURSELF WITH MILITARY TITLES



Veterans bring with them a detailed work history with specialized training in numerous fields, sometimes with similar or even identical jobs to those in the civilian sector, but more challenging duties. A Military Occupation Specialization (MOS) is the role someone had in the military. It’s a four-digit code used by the United States Marine Corps and Army to identify job specialties. [Military.com](#) offers [a skill translator](#) tip to help match military experience to civilian jobs. You can also find a variety of military jargon terms that may help you further understand [here](#), courtesy of [myfuture.com](#), a website with resources to explore career pathways and better understand military careers.

### NOW YOU NEED TO TRANSLATE THOSE MILITARY SKILLS TO CIVILIAN SKILLS



Converting military experience to civilian skills and abilities is one of the biggest barriers in Veteran hiring. From the start, helping a Veteran craft their resume before sending it to a hiring manager will go a long way. It’s important to focus on the knowledge, skills, and abilities (KSAs) of the Veteran and their experience, while avoiding getting caught up in specific details of deployment like numbers, locations, and military jargon. Hiring managers and employers don’t need to know exactly what you did, they want to know how you did it and what leadership skills and technical expertise you learned from the experience. The online tool [O\\*NET](#) is a great resource for demystifying the resumes of military talent to help correlate military jobs to civilian jobs.

## 3

## DEVELOP RELATIONSHIPS, BUILD REFERRALS

Another way to optimize your Veteran hiring strategy is to utilize referrals. Designing and managing a successful employee referral strategy is a whole book by itself, but it's important to realize how important it is specifically to Veteran hiring. By strengthening connections with current Veteran employees, you can build trust and increase likelihood of referrals from them for other service members.

The first story our front-running Veteran recruiter, Brian, told me while I was researching was about a referral. The week previous Brian got a call from someone he had served with at Fort Hood, who was given his information from a Veteran that Brian had hired two months ago. Come to find out it was his brother-in-law and he spoke so highly of working with Brian to find a civilian job, that he, too, wanted Brian's assistance. The Veteran community (as large and daunting as it is) is an authentic and loyal family that has each other's backs.



### A STRONG EMPLOYEE REFERRAL PROGRAM:

1. Transparent
2. Easy-to-follow
3. Rewarding incentives
4. Employee recognition and praise
5. Invests in technology

### BENEFITS

1. Improved employee retention
2. Improved workplace morale
3. Encourages workplace engagement
4. Cuts recruiting costs
5. Shortens Time-To-Hire

# 4

## SUPPORT, SUPPORT, SUPPORT

Another main aspect of improving your organization's Veteran hiring strategy focuses on providing continuous support to Veterans during their transition to their new civilian lifestyle. It takes time and assistance to unlearn habits, adjust to civilian employment, and learn a new workplace culture, which alone can be daunting.

One way to provide support to Veterans is to offer a transition mentor or coach. There are many transition experts like Michael Quinn at [HireMilitary](#), Tony Teravainen at [Support the Enlisted Project](#), and Eric Wright at [Vets2PM](#) with programs and services that benefit Veteran candidates or employees in ways that their hiring manager or boss may not be able to. Providing this guidance to a transitioning service member through your organization will show you care and are willing to go the extra mile to help them adjust to civilian workplace culture.

Veterans can also benefit from a community of fellow transitioning service members, so consider creating a group at your company or helping your Veteran connect to a local group. The support system in the military is well-developed and the team skills a Veteran attained during their military career should not be left behind. Encourage them to promote their expertise, leadership, training, and talent, even if it doesn't directly pertain to their civilian job requirements.

As Veterans maneuver through their civilian career path, arrange transparent and ongoing contact with them. Provide direct opportunities to reflect, ask questions, or address concerns about their transition cycle. Some of us don't think twice about asking for help, but this isn't always endorsed in military culture. Give your Veteran employees a sense of support around them and their development will follow.

# 69%

of employees say they'd work harder if they were better appreciated.

Study by Hubspot

# 5

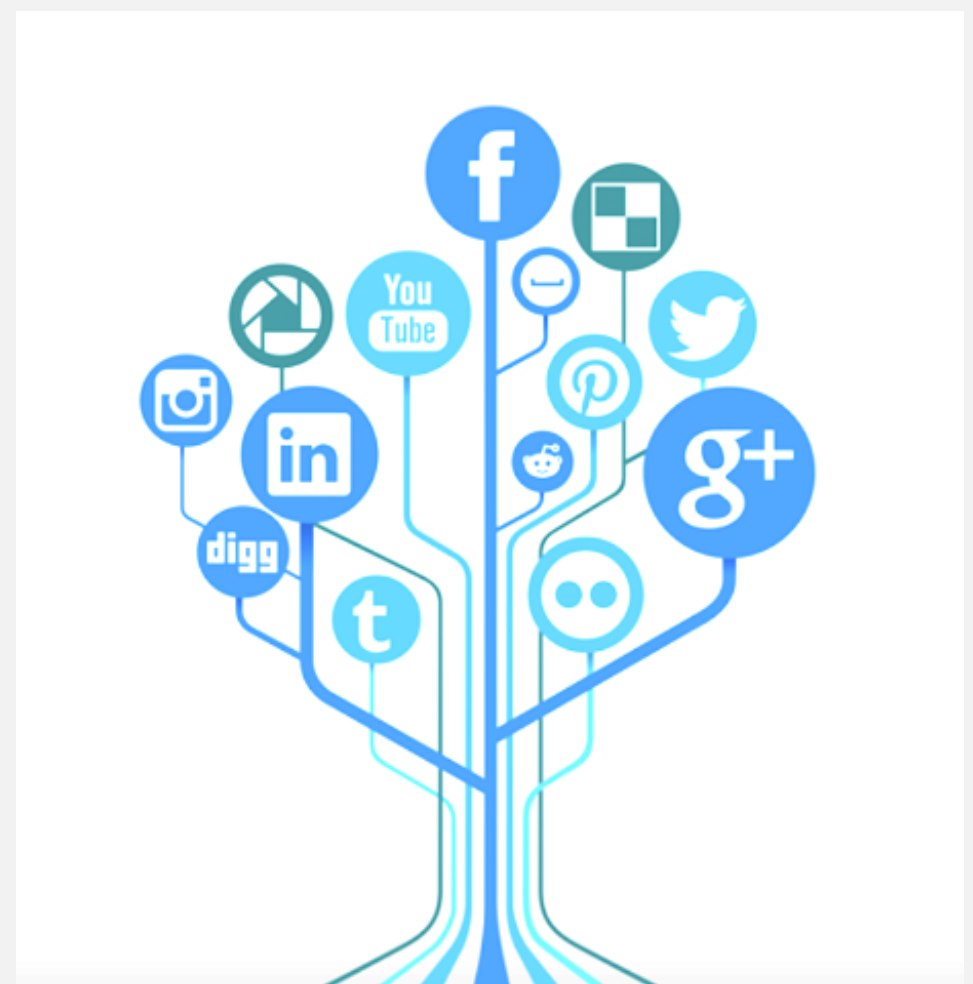
## UTILIZE NEW NETWORKS

Social media groups, career networks, job fairs, and transition experts are great examples of tools to connect Veterans and employers across the country. These and other networks offer assistance and advice to bridge the gaps between Veterans and active service members to the civilian employment traditions.

There is a wealth of information on [LinkedIn](#) that is useful for both [Veterans](#) and [employers](#). They offer thought leadership, tools, and resources, including a Veteran database, outreach techniques, business learning platforms, and more. LinkedIn offers active service members and Veterans a free 1-year subscription to help them build their network, learn which jobs fit their skillset, and apply for new opportunities.

The U.S. Chamber of Commerce Foundation's [Hiring Our Heroes](#) is part of a nationwide effort to connect Veterans, service members, and spouses to employment opportunities. [Here](#) you can find events, Veteran job fairs, employer panels, training sessions, and more to further your involvement in the Veteran hiring community.

Similarly, [Veterati](#) is a powerful resource to connect service member, Veterans, and spouses with successful professionals in diverse lines of work. The network also provides Veterans and employers with insider job search tips, candidate recruiting aid, career transitioning technology, and more.





# HIRE A VET TO RECRUIT!



If you've been skimming until this point, now is the time to buckle in. Here's the secret ingredient in our sauce – **hire a Veteran to recruit**. No one understands a Veteran like other Veterans do.

Recruiting is a profession that can be taught to anyone who has the desire to learn. So, that opens a ton of opportunity for Veterans coming off service. At [HRU](#), we've found that training a Veteran to be a recruiter is a win-win. Vets love talking to other vets, plus they know the skill sets of other Veterans and how they might fit into non-traditional roles without that traditional background you usually look for.

For the most powerful advancement in your Veteran hiring strategy, add a Veteran to your recruiting team. Some of the top skills that all great recruiters have are incorporated in our service members – attention to detail, time management, and reliability just to name a few. Our recruiting strategy at [HRU](#) wouldn't be nearly as active and effective in hiring vets without Brian on our recruiting team.



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