

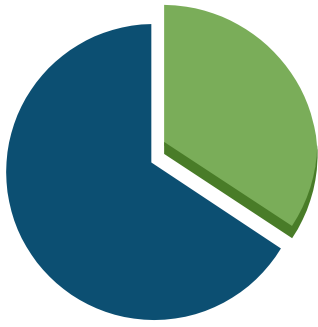


## HELPING YOUR BUSINESS REAP THE BENEFITS OF VETERAN ENGAGEMENT

Veteran job seekers offer a wide array of skills, experience and talent that businesses across the U.S. should be looking to tap into.

*Lawrence Wilde, Account Manager  
and Patrick Hodge, Business  
Development Manager, Getting Hired*





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Veteran job seekers offer a wide array of skills, experience and talent that businesses across the U.S. should be looking to tap into. Furthermore, many businesses continue to face talent shortages, but a focus on veteran recruitment can help to fill these gaps.

This is a labor market that continues to offer a diverse and professional pool of talent for businesses to leverage, and here we'll explain why more companies should be actively engaging with the veteran community to meet their hiring and talent needs.

### WHAT DOES THE EXISTING VETERAN LANDSCAPE LOOK LIKE?

According to the latest Census Bureau data, there are approximately 20.1 million veterans living in the U.S., 12.1 million of whom are aged between 21 and 64. Furthermore, approximately one-third of veterans have a disability – showing the importance for businesses to actively engage with this group in order to be successful in hiring them.

Currently, there are a number of key challenges that businesses seeking increased veteran presence must address. One of which is understanding the varied skills and experiences that veterans can bring to their organization.

### THE IMPORTANCE OF UNDERSTANDING VEVRAA

The Vietnam Era Veterans Readjustment Assistance Act (VEVRAA) is one of the most important articles of legislation for all U.S. veterans and federal contractors to understand.

Originally created in 1976 to assist in supporting veterans of the Vietnam War upon their return to the U.S., VEVRAA today outlines the responsibility of businesses to make key provisions towards all veterans and to prevent discrimination against these individuals in the hiring process, not just those who served in Vietnam.

VEVRAA is applicable to all federal government contractors and subcontractors who have contracts or subcontracts of \$100,000 or more. It requires them, by law, to take affirmative action in placing veterans in jobs.

The Office of Federal Contract Compliance Programs, a part of the Department of Labor, announced in early April that the 2017 VEVRAA Benchmark will be 6.7 percent. This means all contractors and subcontractors must actively have plans in place to meet this requirement or risk losing existing and potential future tenders.

All contractors and subcontractors with 50 or more employees are required to submit reports to the government to show they comply with VEVRAA.

### UNDERSTANDING THE BENEFITS OF VETERAN HIRING

There are several benefits businesses should realize that individuals who have served in the armed forces can bring to their organization. From the structured and ordered environment that comes with a strong focus on discipline, to new ways of thinking that can diversify an organization's ability to address major problems, veterans have the skills to help improve your business.

1. **Veterans are likely to demonstrate a strong sense of discipline and problem solving skills** which means they have the ability to create new solutions to problems and implement those solutions.
2. **Veterans showcase strong leadership skills** from their experience in the armed forces. This can make them ideal for management roles, where they will have responsibility to inspire others and deliver results.
3. **Veterans are well rounded** as they have received a variety of trainings during their time in service. Organizations across all industries continue to search for fresh and enthusiastic talent at a time when many key skills remain in high demand.
4. **Veterans come from a culture of open communication**, and businesses can be assured that if they want an honest opinion about their processes, products or other aspects of their organization, then veteran hires are the ones to turn to.



Adopting an inclusive hiring strategy that includes veterans with disabilities can help to have greater awareness of the benefits that this group can bring to any business. This helps to promote a more inclusive atmosphere within an organization, and can lead to stronger internal relationships and enhanced performance overall.

## HOW TO ENGAGE WITH VETERANS: DISPELLING MYTHS AND BUILDING TRUST

Understanding the importance of how to effectively engage with veterans is essential for businesses hoping to tap into this diverse group of talented individuals. However, what companies must realize is that positioning oneself as an employer of choice among veteran candidates is not always easy.

For those interested in improving their levels of engagement with this group, one of the key focuses they must have is in how they portray themselves both online and in person. Businesses must ensure they are showcasing an inclusive and diverse culture in their company literature, on their website and in all interactions with customers, clients and potential hires. This means adopting inclusive language at all times, and highlighting your previous successes in onboarding and retaining veterans.

Reaching out to veteran organizations and partnering with them can also be crucial when demonstrating a strong commitment to veteran hiring. This means actively working alongside local partners to support veteran job seekers in your community, as well as engaging with national charities and bodies like the U.S. Department of Veteran Affairs, the Wounded Warrior Project or Able Forces.

Companies with a focus on increased veteran uptake will also need to educate their hiring teams on gaps in communication. Many veterans will have

spent years working in the armed forces, and may need support in transitioning into the civilian workforce. This can come in the form of support during the interview process - many veterans may not have been involved in a formal interview before - to helping to translate their skills from the armed forces.

Veterans should be encouraged to be open and honest about their disabilities, but disclosure can be a stressful and sometimes daunting process. It is important to appreciate this fact. Businesses must therefore ensure all of their staff feel comfortable talking about disabilities and the impact this may have on their work. Responsible businesses will offer the necessary accommodations to ensure veterans with disabilities do not see their disability as a hindrance to successful employment.

Ultimately, businesses that wish to have a better relationship with the veteran community need to demonstrate their commitment to understanding the core challenges that this group faces. By offering flexibility, understanding and support, companies can position themselves to become an employer of choice among veteran job seekers.

## HOW INCREASED VETERAN HIRING HELPS BUSINESSES TO FLOURISH

Companies that are actively recruiting within the veteran community can draw on the talent of these skilled professionals to support their goals of becoming more inclusive employers and filling the gap in skills in the talent landscape across the U.S.

**Businesses interested in increasing veteran hiring should get in touch with Patrick Hodge or Lawrence Wilde, our veteran experts, at Getting Hired. Contact us today and allow us to meet your veteran recruitment needs.**

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## ABOUT THE AUTHORS



### **Lawrence Wilde, Account Manager, Getting Hired**

As an Account Manager for Getting Hired, Lawrence works to build and maintain relationships between our employer partners and job seekers with disabilities.

Within his role, Lawrence drives strategic planning and goal setting with organizations regarding the implementation of Getting Hired's full-service disability recruitment solution, in order to help them become more inclusive employers. He is also responsible for veteran outreach and forming partnerships with veteran and non-profit organizations.

As an eight year Army veteran and someone who has had a speech impediment for over twenty years, Lawrence is passionate about bridging the gap between employers and job seekers. Outside of his work with Getting Hired Lawrence spends time mentoring transitioning service members in order to help them effectively and efficiently find their next mission.

### **Patrick Hodge, Business Development Manager, Getting Hired**

As Business Development Manager, Patrick is responsible for building market position by cultivating customer relationships, identifying new business opportunities and negotiating and closing business deals. The position will provide the opportunity to help move Getting Hired forward as the preeminent recruitment solution for professional individuals with disabilities.

He is a U.S. Army Veteran who is passionate about his six years in the service. Patrick is also directly connected to the disability space as he has family members suffering from cancer and learning disabilities.



## ABOUT GETTING HIRED

Getting Hired, an Allegis Group Company, is a recruitment solution dedicated to helping inclusive employers hire professional individuals and veterans with disabilities.

It's important for organizations to recognize that diversity in hiring does not simply mean a focus on gender and ethnicity. We connect skilled professionals to inclusive employers and advocacy organizations in the private and non-profit sectors, giving our employers direct access to the untapped labor pool of people with disabilities.

We provide employers with a full-service solution for attracting, recruiting, hiring and retaining the talent they need to meet their goals while also complying with OFCCP regulations. We provide job seekers with a fully-accessible career portal and connections to various employment resources.

As an industry leader in connecting employers to individuals with disabilities, Getting Hired understands the challenge employers face to build an inclusive strategy as well as individuals with disabilities face to find employment. We are dedicated to face these challenges as your ally in building a thriving and inclusive workplace by providing consultation, resources and solutions. Let us connect you with a professional community of job seekers with disabilities to help your business flourish.