



Our Sponsors



**WOUNDED WARRIOR
PROJECT**



**USA
TODAY**TM
A GANNETT COMPANY

PALISADES
MEDIAGROUP

What or How

Our Vision

ATD Values Veterans

**Changing Employer
Behaviors through
Motivating, Educating, Training,
Coaching, and Recognizing
(Incentivizing)**

1 Employer, 1 Job, 1 Vet at a time

ATD Values Veterans

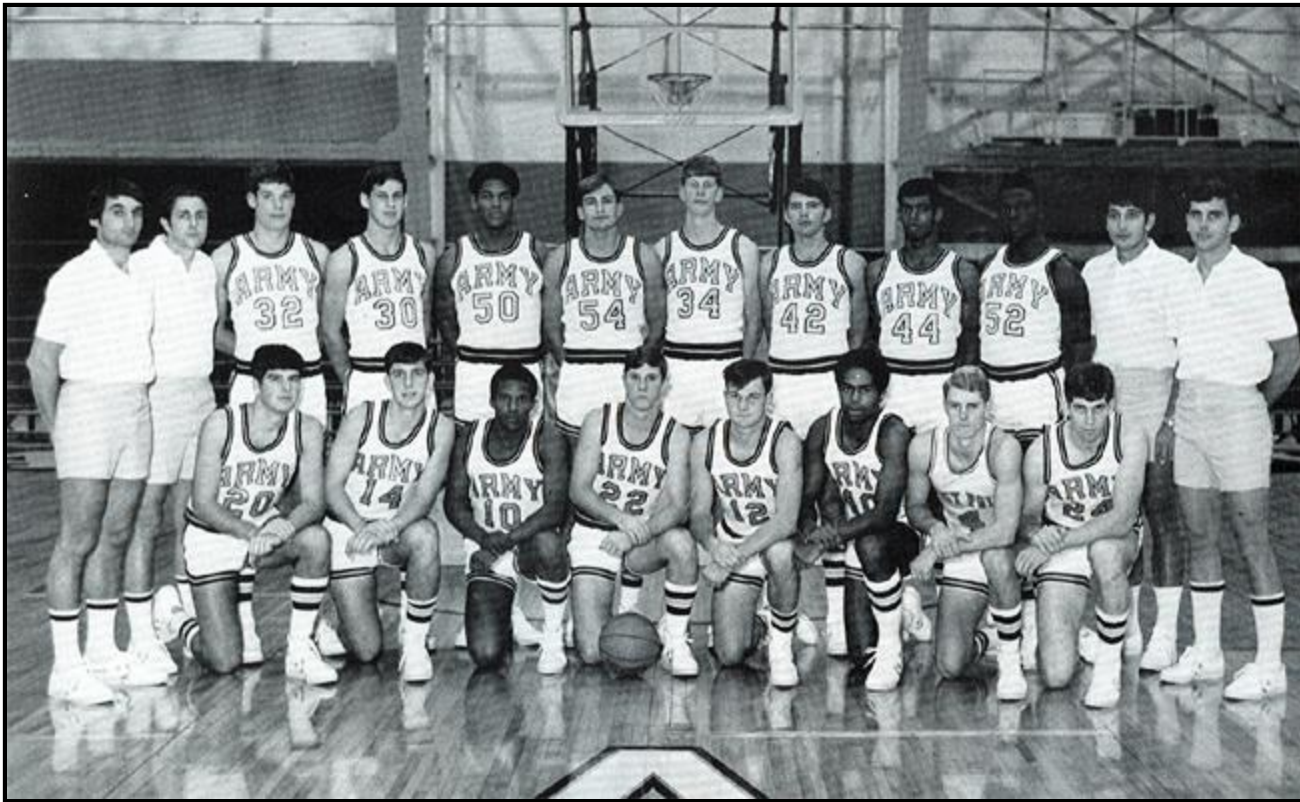
Mission

The ATDV2 Team energizes America's economy by motivating, educating, training, coaching and recognizing American employers how to re-capitalize their workforce through recruiting, hiring, training, and retaining Veterans.

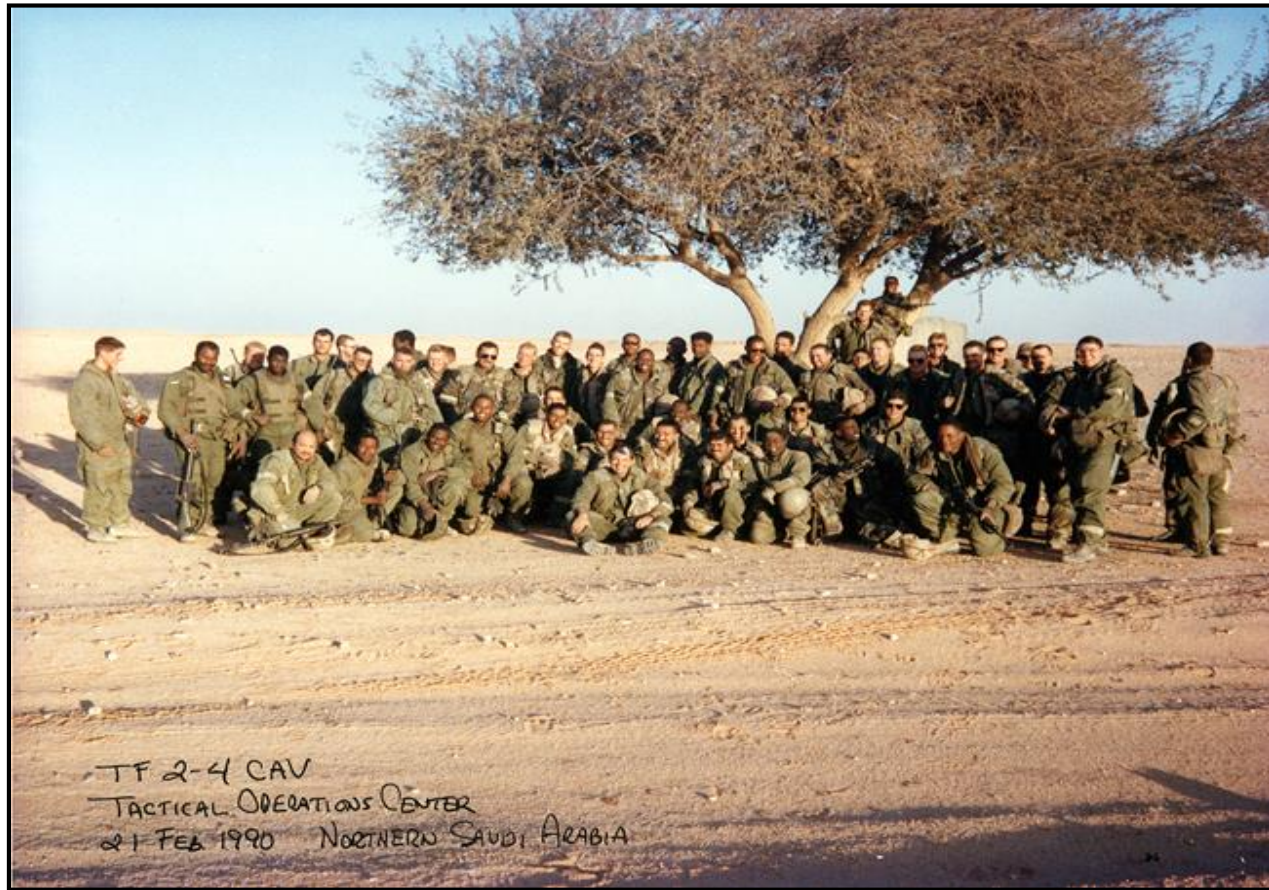
1 Employer, 1 Job, 1 Vet at a time!

Army Basketball Team

1976-1977



Task Force 2-4 Cavalry Tactical Operations Center Team Feb 21, 1991 - Northern Saudi Arabia



TMG Team



Since 2002

America Values Vets Scoreboard

November 2011 – November 2014

Educational Events	22
Employers Trained	753
Vet Ready Assessments & Vet Ready Training Events conducted	187
Vet-STRONG Employers	198
Jobs Pledged	5,633
Actual Hires	3,328





What's different about Vet STRONG?

Shifting the Center of Gravity from Vets to Employers



Vet Friendly **OR**

- Likes Vets
- Does not discriminate against Vets
- Does not change passive recruiting or hiring process

Vet-**STRONG**

- Wants Vets
- Changes process to actively recruit and hire Vets
- Focused Vet retention system
- Uses Vets as a recruiting tool for more Vets



Employer Categories

1. Already Vet STRONG
2. Vet Ready: Good Fit
3. Vet NOT Ready: Not a Good Fit

Vet Expectations

Are you Vet Ready?

- Good Leadership
 - First Line Leaders
- Teach them what you expect them to do
 - New Hire Orientation and Training
- Want to be part of a Team
 - Transition Navigation Support
- A Chance to Win
 - Career Path
- \$25K plus Benefits
 - Full Teammate from the Start

Core Data Element

Acquiring and Retaining an Engaged and Productive Teammate at the 1 year Anniversary

1 Employer, 1 Job, 1 Vet at a time

Core Employer

Talent Acquisition & Retention Self Assessment Questions

- 1. What was your average total headcount last year including Temps?
How many Vets?*
- 2. How many people did you hire last year? How many Vets?*
- 3. How many were Engaged High Performers? How many Vets?*
- 4. How many Engaged High Performers were still in your company after
1 year? How many Vets?*
- 5. What is your Engaged High Performer goal (Acquisition and
Retention) for this year and next year? How many Vets?*

Talent Acquisition & Retention

Key Stakeholders

“The Training Audience”

- Customer:
 - **1st Line Supervisors**
- Facilitator(s):
 - ***Hiring Managers***
 - Recruiting Managers
 - HR Managers
 - Executive Leadership Team
- Veterans

Operational Circumstances Require Customized Solutions

- **Small:**
 - Under 50 people
 - Hires Less than 10 people/year
 - Episodically hires on an as-needed basis
- **Medium:**
 - Between 51 – 300 people
 - Hires 10 – 50 people/year to include Temps
 - Has a consistent/predictable Annual Hiring and Retention Forecast (monthly/quarterly)
- **Large:**
 - Between 301 – 1,000 people
 - Hires 51 – 200 people/year to include Temps
 - Has a consistent/predictable Annual Hiring and Retention Forecast (monthly)
- **Enterprise:**
 - 1 Company -- Multiple Sites
 - Over 1,000 people
 - Hires over 500 people/year to include Temps
 - Has a consistent/predictable Annual Hiring and Retention Forecast (monthly)

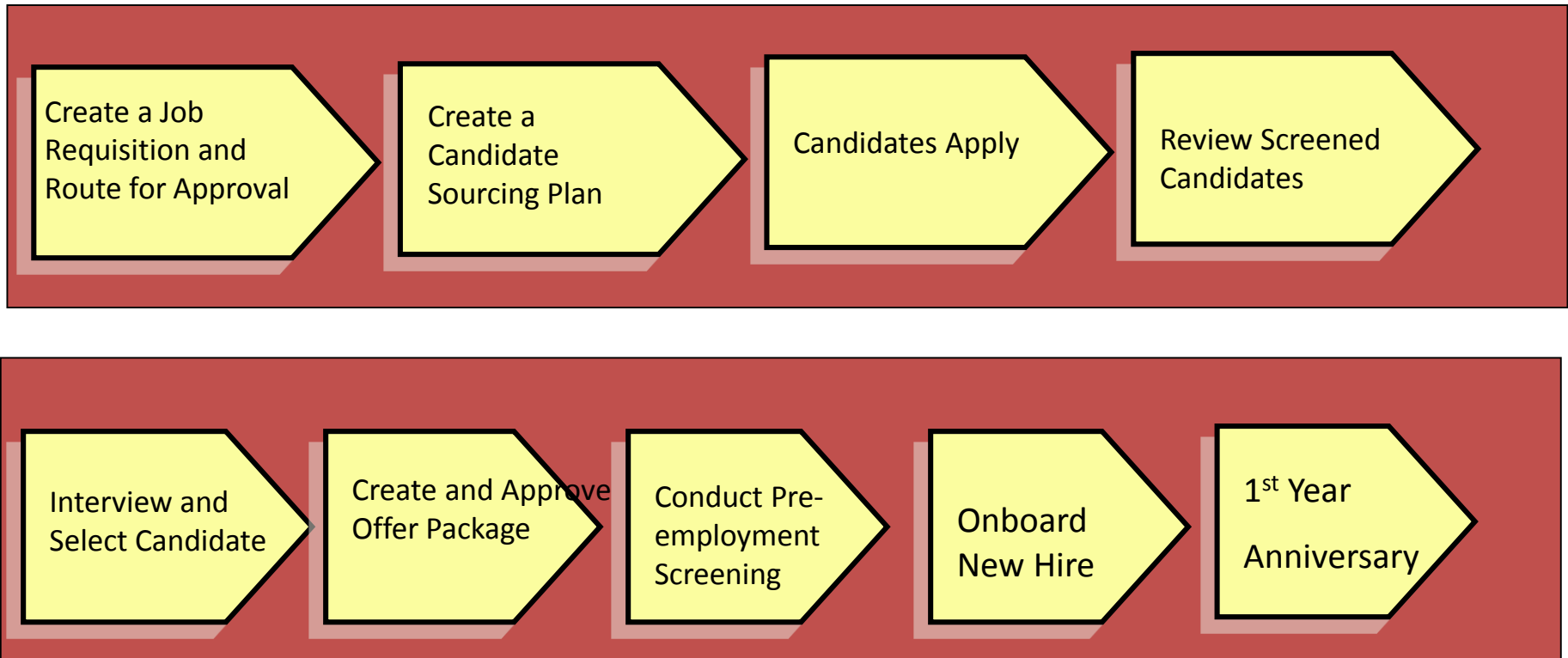
Talent Acquisition & Retention Process Overview

What adjustments may need to be made to create a Veteran Pipeline?



Talent Acquisition's Business Process Overview

High Level Steps



How do you eliminate the Fear and produce Courage?

*Educating, Training, Coaching and
Recognizing the expected Behaviors*



Why Not?

FEAR



FEAR Generators

1. The Current “System”
 2. PTSD
 3. Misunderstood Skills and Background
 4. Fear of Deployment
 5. Expect too much \$\$\$
 6. Expect too much Leadership
 7. Hard to get along with, ask hard questions
 8. We can’t do anything different for Vets
 9. Lack of “Heart”
 10. We are violating an OFCCP rule
 11. We can’t change the Job Description
 12. They want to advance; do not want to earn their way
 13. Not Qualified
 14. All Vets are not heroes
- Others....





Do you “Really” Value Vets? How?



Substantively Valuing Vets

Ways to Value Vets

- Vet Customized Hiring Process
- Immediate Benefits
- Experience Credit for compensation
- Hiring Bonuses
- Vet “Buddy” Incentive/Employee Referral
- Military Education Credit
- Constructive Credit for Hiring Pre-requisites
- Formalizing Vet Networking Support/Employer Resource Groups
- Recognition Events and Activities
- Use of the contingent hire
- Others...

ATDV2

Potential Calendar of Events

February 24, 2015: ATD Values Veterans Conference; Washington, DC

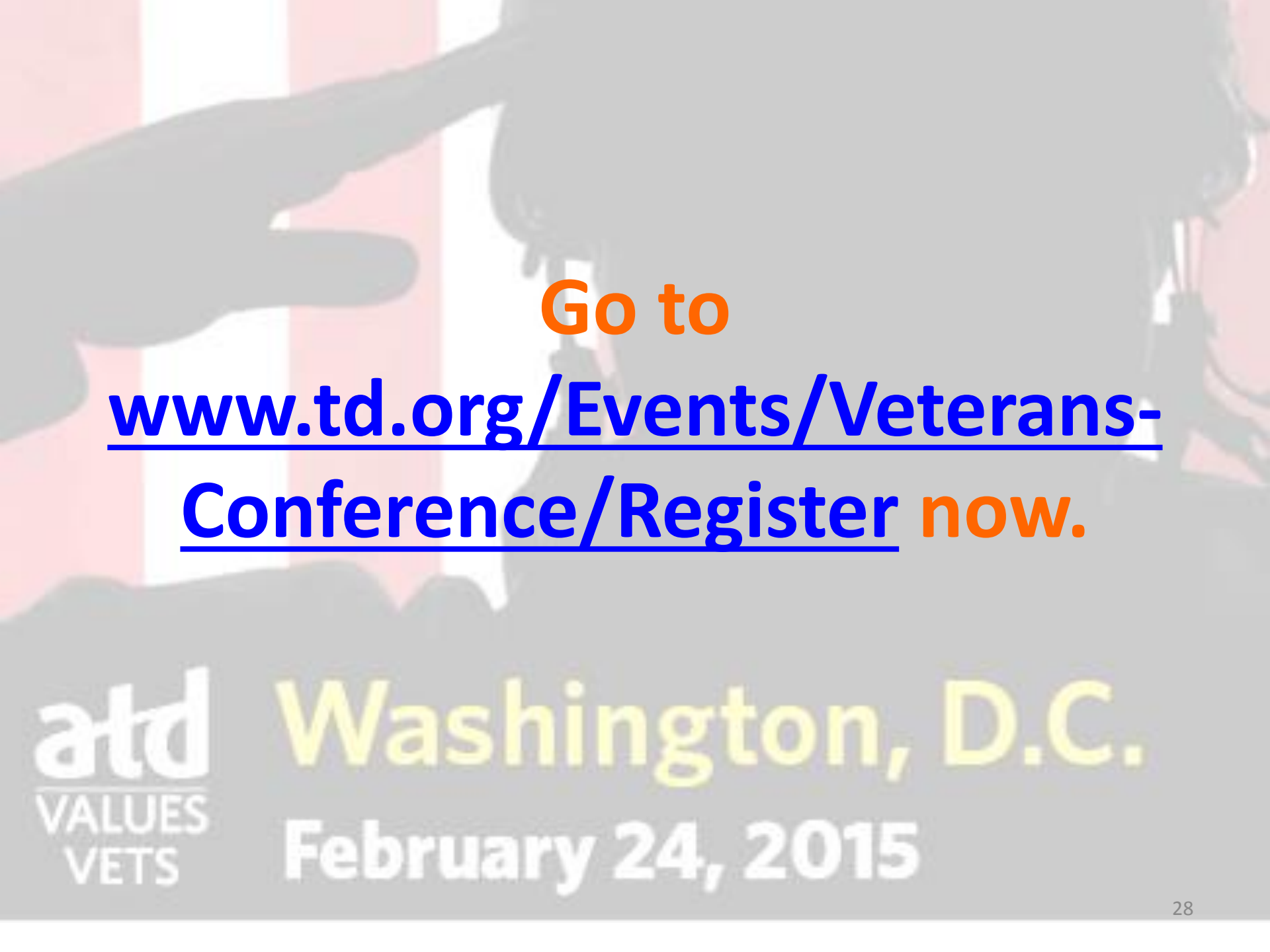
March 2015: Published Poll in USA Today

May 2015: ATD ICE Conference Educational Session / Debut of the Documentary

October 2015: BEST Awards Program, first time recognition of the Vet STRONG Best Practice



**Register for the ATD Values
Veterans Conference immediately
after this webinar and we will give
you a free registration to share
with a friend, colleague, or family
member committed to getting
veterans back to work.**



Go to
www.td.org/Events/Veterans-Conference/Register now.

atd
VALUES
VETS

Washington, D.C.

February 24, 2015