

I will give to the selfless performance of my duty and my mission the best that effort, thought, and dedication can provide.

To this end, I will not only seek continually to improve my knowledge and practice of my profession, but also I will exercise the authority entrusted to me by the President and the Congress with fairness, justice, patience, and restraint, respecting the dignity and human rights of others and devoting myself to the welfare of those placed under my command.

In justifying and fulfilling the trust placed in me, I will conduct my private life as well as my public service so as to be free both from impropriety and the appearance of impropriety, acting with candor and integrity to earn the unquestioning trust of my fellow soldiers -- juniors, senior, and associates -- and employing my rank and position not to serve myself but to serve my country and --

# HIDING IN PLAIN SIGHT

A new 'commission' for today's military veterans

Your Corporate Allies,  
LLC

# Are you hiding in plain sight?

---

You got out of the military, and you took a leadership position in your company

But there is a difference, right?

Do you see it?

Do you feel it?

In your work, in your people, in your approach. But not in yourself. You are the same you, but this place you are in now, its' similar, yet vastly different somehow.

People are people, jobs are jobs, and work is work. Yet, it's not the same as before.

## Something's not 'clicking'

Why?

What's missing?

What changed?

In the military, you could get things done. When it 'clicked', it was as if your organization sensed who you are, what you want and it responded to you.

And if you look closely, it's because it knew you care about it. About the health and well-being of those you serve. And you cared about the structure that cares for them. The rules, processes, the teachings. All designed to serve a simple purpose. Make your troops the best they can be. When it works, everyone is aligned to this purpose. And those who are not, aligned, are helped to align, or get out of the way.

But now, in this place, this corporation where you are now. It's not like that, is it?

*The enterprise cares only for itself.* The people, only care for themselves. No one looks out for each other, do they? You still do, but the business only looks out only for number one. Teams are not teams, *because they only serve themselves.*

But you, you know different. You see... different.... You have truly been there, done that. You know there is a much better way to get the mission done. You know it's through your people. By caring about your people, your people will care for the mission, and now, for the customer.

You may be flying this 'freak flag' alone, because your peers, your boss, your team, have never experienced anything like teamwork, or morale. No one has shown them, taught them, or insisted they care about their front line people. After all, *why does this matter?* It's just a job, right?

**But it's the invisible truth hidden in plain sight**, right under their nose, which only you can see.

What if *you* could teach them, show them, help them understand, help them experience the things you know to be true in the core of your being?

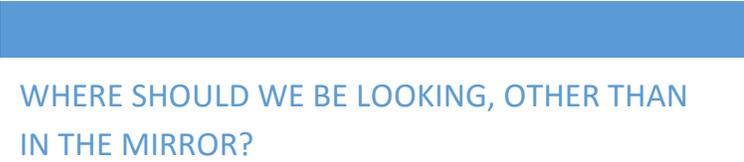
You know there are others, other veterans and military service people at your workplace, but you haven't really reached out yet, have you? Or maybe you have, but you haven't yet connected... as a team of veterans. You all haven't been really inspired by a vision, a purpose, or a mission that matters, right? Whose responsibility is that to give that to us? Or is that now *our responsibility* to give that to others? Who starts the fire? It should be people who know how to play with matches, right? People who know what it takes to lead. Where should we be looking, other than in the mirror?

What if we could start the process of showing our peer managers and leaders what we know to be true? What if we chose to explain to them just how we're able to create winning teams that outperform others? Teams that have true loyalty to their team mates? Perhaps the question is '*what are we waiting for*'?

Sure, you are taking care of your team, inspiring them, training them, holding them accountable. And as you notice, so are other veterans, they are doing what they know best, leading their people by example, and by supporting them and defending them, teaching them to take more responsibility, and genuinely caring about them.

### **So why aren't we doing this..., together?**

After all, we all care about our people, we know this is the only way to make a difference, the only way to make things better. But we haven't been focusing on connecting with other veterans, to support them, to leverage our relationships to get things done, the way we used to. After all, compared to non-veterans, they aren't so different than us, are they?



WHERE SHOULD WE BE LOOKING, OTHER THAN  
IN THE MIRROR?

Well, so what would it take? How would they 'get it'? *Think back*, to a time when you received your calling. Not your commission, or your stripes, but the time when you realized that your position gave you a sacred responsibility to care for others. Who was there for you? Who helped you 'get it'? If you think about how they did that, they told you, for sure. (And some of us had to be told more than once, right?) But they also *showed* you. The lesson came before the lecture. Because in order for you to understand the importance of caring for others, you had to experience being cared about first, right?

After you experienced what it meant to be cared for, inspired, led and challenged, only then could you be entrusted with the responsibility and privilege of caring for and leading others.

### **Go and do likewise. NOW.**

There is a whole sea of people who need this simple experience. And then they need to be intentionally told the purpose. So that they can understand, and can replicate it to their teams.

But this requires something of you first. *Ownership*.

Do you own the responsibility for these people in your company? Regardless of your position, your former rank or any 'reality' others impose on you. You know you can lead from any chair. And you

know, plain as day, that this place you are in, desperately needs you to take ownership. Without it, all is lost. But with it, these people, your people, can see a brighter tomorrow, starting today.

### What can we do right now?

Perhaps your mind is right now, actively seeking answers to how to get started, and what structure it would take to engage other veterans in support of this cause.

There are many options, of course, and we can't do them all, all at once. However, we can start doing something, right now. So what's it going to be?

**YOU DON'T NEED PERMISSION TO MAKE THINGS BETTER**

You don't need permission to make things better, nor do you need permission to reach out to others and start offering solutions that work. Start by asking your fellow veterans for help, you may be amazed at how fast they respond.

#### **Or perhaps you can start by:**

- Posting a request for help from your fellow veterans on company website(s)
- Start roundtable discussions, peer-to-peer civilian and former military
- Presentations and Training - *help them 'know'*
- Voluntary peer mentoring – *give them care, help them understand*

There is really no need to belabor this point, is there? You know what you can do, you know what you need to do, and you know how to find allies to help you.

And you can call us if you want to explore this further. After all, we're veterans, and we would love to help you, help others. That's why they call us Your Corporate Allies, LLC.

**Noelle Racette:** (952) 201-8926, noelle\_racette@hotmail.com

**Alan Hill:** (612) 819-1803, alan.hill@srkinc.com