

Veteran Corporate Service

Problem:

Veterans are struggling to find meaning and purpose in their jobs. Why?

They are culturally driven to be:

- Motivated by a challenge
- Mission driven
- Focused on serving

Therefore our veterans need to have:

- A paycheck with a purpose
- A job with a mission
- A leader who is worthy of their service and sacrifice

But veterans are not getting that from their job, no matter what job it is. They have a gnawing feeling that they are never going to be as awesome as they were in the military, never do something as meaningful, purposeful and relevant ever again. They believe their civilian job can't measure up. But we can change that.

The best ones who can understand this need are fellow veterans, regardless of their branch or time in service. We all understand what it means to serve, and in some way, we all continue to crave that opportunity to serve, to be meaningful, in our daily lives, in our work and in our communities. It's time to stop denying who we are meant to be and stop waiting for permission to lead.

Additional background available at: <http://srkinc.com/culturecompetence.pdf>

Action:

Engage our company's former NCO's and officers to re-assume command of the veterans in their company, who then 're-volunteer' to serve their company like they served their country, with honor, distinction and dedication. We leverage the experience of our military leaders to re-create the culture and experience that veterans can appreciate and thrive in.

Our three point action plan:

1. NCO's 'square away' their veterans in their Area of Operations – motivate and lead them to use their military culture to serve again
2. Officers obtain missions assigned from Senior execs – solve the stubborn problems for our leaders while serving our fellow employees (winning hearts and minds)
3. Move as one team to reach out to recently separated veterans in the community to for mentoring and staffing

Benefits:

Veterans – find meaning and purpose in service and challenge, their job becomes meaningful and their actions become purposeful. Their well-being improves dramatically, resulting in dramatically higher retention rates and satisfaction scores on employee scorecards.

Senior NCO's and Officers - Leverage their capabilities and capacity to overcome challenges for the benefit of their employers. Give them the opportunity to lead again with a team of people who understand the imperative and do not tolerate roadblocks to success.

Company Leaders – Benefit from putting to use a team that does not tolerate failure or inaction, and will create breakthrough results for the toughest challenges facing the company, large and small. All while bringing a special sensitivity to the corporate culture, being mindful of serving their fellow employees.

Community – benefits from having our company veterans performing outreach to the larger veteran population, via established organizations such as Disabled American Veterans, VFW, American Legion, Beyond the Yellow Ribbon, etc. to create a smoother transition into a civilian jobs that are available within the company. We become the employer of choice in a dramatic, powerful way, by connecting 'veteran-to-veteran', which demonstrates our commitment and understanding of the needs of veterans.

Next step

Launch a pilot program: Secure a challenging mission from a corporate leader to task out to a select group of veterans. Identify the objective and outcomes needed and measure results. Critical measures will be the time, cost and efficiency as well as the difficulty. We should seek a challenge worthy of the best our veterans have to offer.