



Funding Growth for Staffing Firms | A Paychex® Company



VETERAN RECRUITING



ESSENTIAL STEPS FOR SUCCESS
FOR YOUR STAFFING FIRM

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Overview

Every year, nearly 250,000 service members transition from military to civilian life. They join thousands of other veterans across the nation who are looking to advance their careers outside of a highly regulated and disciplined environment.

These men and women bring with them skills that immediately set them apart from other job seekers. They have honed their leadership skills, know the life-saving importance of teamwork and understand that hard work and initiative are basic tenants of a successful day's work.

While veterans are a desirable demographic that some of the world's largest and best companies work hard to recruit (over 25% of Amazon's workforce are veterans), it takes a special mindset and knowledge to recruit them effectively. Even your most effective civilian recruiters may struggle to recruit a well-qualified veteran.

Why?

It's all a matter of translation. Military life, careers and even language is very different from civilian life, careers and language.

Savvy recruiters in the staffing business must not only speak and understand the language of the veteran, they must translate it effectively to benefit both the veteran and the client.

When you can master this skill for your staffing firm, you reap multiple benefits, the first of which is that you get to support and enrich the lives of brave men and women who volunteered to serve our country.

Second, it's just good for business. As thousands of new veterans enter the workforce each year, knowing how to effectively reach and serve these educated and professional workers can give your firm an edge over the competition.

So are you ready to recruit? In this ebook, we've provided seven essential steps to help you on your way to becoming a veteran recruiting expert.

And of course, if you read this ebook and still have questions about how to grow your business through veteran recruiting, we can help. Give us a call at [866.653.1810](tel:866.653.1810) or [contact us](#) online anytime to learn more.

BOTTOM LINE: RECRUITING VETERANS ISN'T JUST THE RIGHT THING TO DO, IT'S A GREAT WAY TO GROW YOUR BUSINESS.

Step 1: Strategy First

To effectively reach and recruit veterans, develop a separate veteran recruiting strategy.

Veterans often begin their search for a civilian job a year or more out from their actual departure from the military. That means that they may not look for your services in the same places as civilians would, and that your business and recruiting efforts are likely not present in the spaces in which they seek.

It also means that they're still operating in a military environment, meaning that the way they communicate and organize information (e.g. resume writing) is vastly different from the way civilians do.

These two areas are just the beginning of how differently veterans approach a civilian career.

Here are a few more reasons to develop a separate strategy:



Veterans are often uncomfortable with how civilians network. After operating in teams so long, it can make them feel uneasy to “sell” themselves this way. They need coaching and encouragement to learn this type of networking.



Veterans don't know how to translate their skills, training and career milestones into a civilian environment, and recruiters often don't know how to either. They need someone who can speak both languages and match them with the right opportunities.



Veterans may not want to pursue exactly the same line of work they were pursuing in the military (and for many, this may not even be possible, depending on their specialty or area of expertise). They need someone who can not only translate their skills and experience, but who can also clearly outline and explain career paths they could pursue.

While you could wait for each veteran to educate himself on how to translate his experience more relatedly to your environment, it's much more effective and beneficial to you and your business to not only learn to “speak their language,” but also develop a separate recruiting strategy, just for them.

Your strategy may involve things like working with veterans affairs groups in your area, having more of a presence at veteran recruiting fairs or hiring a veteran for your business who specializes in recruiting.

It is important to note that many veterans have a re-location benefit as a part of their military benefits, so you may want to search for qualified veterans in other cities and areas you may not have considered before. For example, if you're an IT staffing firm in the Midwest, but want great talent from busier IT hubs on the east or west coast, you could recruit more aggressively in those communities.

Most of all, align your veteran recruiting strategy to address your major talent challenges. Veterans are often highly skilled, trained and educated and can help fill in talent and skills gaps in your day to day recruiting efforts.

We detail some essential tactics you can use as a part of your strategy throughout the rest of this ebook, but first take the time to build a veteran recruiting strategy that specifically works for your business, community and industry vertical. It is well worth the time to think carefully through how to reach these qualified individuals.

“There are many reasons why companies are seeking out Veterans - the most important being that they bring with them the skills to do the job, in a timely and efficient manner.”

– US DEPARTMENT OF LABOR

Step 2: Spend the Time

While many civilian workers are looking for a more “high tech” approach to recruiting (especially in the era of the gig economy), many veterans need a more “high touch” approach.

To put it simply, veterans need more investment from individuals or teams in your company. This investment may look like:



Spending money to train and educate your recruiters.



Making the effort to explain things about a job opportunity or a work environment that you might think are obvious.



Investing effort to thoroughly explain how your recruit's skills translate and can help them grow in the position you are matching them with.



Giving opportunities for veterans or their spouses to connect directly with you throughout the process. This could include phone calls, emails or even in-person group training or information sessions.



Wording or re-writing job descriptions in ways that veterans would understand and relate to.



Building a relationship with a veteran a year or more before they actually transition into civilian life.

BOTTOM LINE: RECRUITING VETERANS MEANS FOCUSING ON RELATIONSHIP BUILDING FROM THE GET-GO.

Veterans are often highly invested in building their careers. In fact, according to a recent LinkedIn report, veterans and service members have 26% more connections on the social media platform than their civilian counterparts. They are also 28% more likely to follow companies they are interested in, and engage with employers at a higher rate than non-veterans.

So your investment in them will be well met. They understand that the career or temporary positions they are transitioning into will be different than the job they had in the military and want to make sure they are actively pursuing a life that is challenging and meaningful.



26%

more connections veterans and service members have on the social media platform than their civilian counterparts.

28%

more likely for veterans and service members to follow companies they are interested in, and engage with employers at a higher rate than non-veterans.

Step 3: Speak their Language



More than **80%** of military occupations have a direct civilian counterpart.

The challenge, however, lies in translating these occupations, skills and experience into civilian life.

Many veterans learn on the job or receive specific skills training throughout their career. Many others attend school during their time in the military and emerge with a bachelor's degree in a discipline that doesn't directly match their military experience. (For example, many veterans earn a bachelor's degree in business, but may have a job title like Field Artillery Specialist.)

It's the recruiter's job to translate these skills and communicate effectively with both the recruit and the client.

Simply gaining experience with different terms and how they translate can be beneficial.

There are also several sites that help to translate military skills, codes and experience into civilian terms. You may want to check out:

- [Civilian to Military Translator](#)
- [Cool.Army.Mil](#)
- [Cool.Navy.Mil](#)

It can also be helpful to hire a veteran for your staffing firm who also specializes in recruiting and can speak both "languages." This individual can help to bridge the gap between military and civilian life by understanding both how veterans think and operate and how businesses and corporations hire.

You may also want to incentivize your recruiters to excel at understanding and recruiting veterans. Training is a big component here, but first understand what actually motivates your employees (cash, extra vacation days, gifts or gift cards, special recognition).

Look to align incentives to employee performance and your firm's goals. Create flexible ways for employees to seek out and participate in training, and then develop ways that you can confirm they are learning and applying their knowledge.

“Veterans and service members have 26% more connections on LinkedIn than their civilian counterparts.”

—2016 LINKEDIN VETERAN
INSIGHTS REPORT

Step 4: Specialize Your Business

Once you've developed an understanding of military culture and experience, and you begin investing in building relationships with veterans, you can designate your business as a “staffing firm of choice” for veterans.

A few of the things that can help you stand apart as veteran friendly are:



Highlighting successful veterans in your office or on your website



Preparing case studies of successful veteran transitions and showing the direct path to success, how they did it and what the outcome was.

“...by investing in veterans, you’ll make a great investment in your company.”



—DARREN SHERRARD

VETERAN RECRUITER, DEPARTMENT OF VETERANS AFFAIRS



If time and budgets allow, setting up a section of your website specifically for veterans.



Participating in veteran specific job fairs



Matching new veteran recruits with a veteran mentor



Providing in-person training to help veterans transition to civilian work



Expanding your recruitment efforts to veteran spouses



Creating veteran specific marketing materials



Posting about veterans (both whom you are recruiting and success stories) on your social media outlets



Working closely with clients to help them understand the benefits of hiring veterans



Partnering with veterans groups and civilian trade associations to funnel more veterans into the civilian workforce



Creating veteran specific content on your company blog (e.g. 7 Resume Tips for Veterans)



Designing an infographic that clearly shows a career path for a certain job or position with one of your biggest clients



Creating a veterans group for your staffing firm on LinkedIn or Facebook

There are many other ways you can set your staffing firm apart as a firm of choice for veterans. Take the time to explore veteran's organizations in your area, and make your office and online presence welcoming to these recruits

In a LinkedIn survey, one of the main ways veterans learn about job opportunities and veteran friendly organizations is by referrals from other veterans. So creating a veteran friendly staffing firm helps to build your referral network...a win-win at every level.

Step 5: Some Dos and Don'ts

You're on a mission to be a veteran staffing machine. Here are a few dos and don'ts for your journey.



DO thank veterans for their service. Our military is 100% volunteer, and these men and women sacrifice time with loved ones, every day comforts and their own personal safety during their time in the military.



DO prompt veterans to "speak freely" during interviews. It is often ingrained in former service members to emphasize team accomplishments rather than individual ones.



DON'T mistake the formal style of military communication for coldness, unfriendliness or poor verbal skills. Remember, communication efficiencies can literally save lives in the military.



DO appreciate your recruit's service, but be careful to avoid questions that can invade their privacy or cause them discomfort, like asking about their combat experience or mental health.

Investing in veterans...always a DO!



DO adapt job descriptions or other veteran materials to be more appealing to veterans. Try words or phrases like "honor," "commitment," "part of an elite group" and "your work will have an impact on others."



DON'T forget that college campuses can be a great place to recruit veterans, many of whom are seeking a formal education during or after their time in the military. Many campuses have a student veterans organization or office. Check in with them to see how you can help.



DO use LinkedIn as a part of your recruiting strategy. Many veterans use this network to begin their job search, and LinkedIn reports they are more active on the platform than their civilian counterparts.



DO look at creative marketing efforts from big companies that hire veterans. AT&T, Amazon, Disney and JP Morgan Chase all have targeted veteran recruiting programs and go the extra mile to reach veterans.



DON'T pigeonhole veterans. There is lots of useful, general information about these men and women; do your best to get to know each one as an individual.

Step 6: Seek Extra Support and Partnerships

If you begin recruiting veterans effectively, expect your business to grow. This growth may happen gradually or explosively and it can be helpful to have a supportive partners, organizations and resources that can bolster your business and veteran recruiting efforts.

Here are a few of our favorites:

THE VALUE OF A VETERAN

The [Value of a Veteran](#) is a thorough resource for all things veteran recruiting. Partake in webinars and other trainings, browse through their blog, or even invest in a full day, on-site consultation session.

TAP INTO TAP (TRANSITION ASSISTANCE PROGRAM)

Visit your closest military base or connect with a civilian TAP specialist organization, such as [TAOnline](#) or [Hire Heroes USA](#). These organizations will help connect your temporary staffing firm to a valuable pool of veterans who are ready to reenter the job market.

“To compete effectively for veteran talent, companies need to develop outreach and branding tactics that communicate to veterans why their employment opportunities are worthy of consideration. At the core of this effort, companies must understand what most veterans seek as they transition, or further develop, their civilian careers.”

—PETER A. GUDMUNDSSON, PRESIDENT, RECRUITMILITARY

RECRUITMILITARY

RecruitMilitary offers the nation's largest database of veteran job-seekers and a full range of employer branding and veteran engagement solutions to attract the highest quality veteran talent. Its website offers a rich selection of articles, infographics, e-books, and other resources about [veteran recruiting](#), as well as a [dedicated website just for veteran job-seekers](#).

DEPARTMENT OF LABOR HIRING VETERANS TOOLKIT

The DOL has a comprehensive [toolkit](#) that walks recruiters through facts, tips and other information to help you truly invest in veteran recruiting. It also provides valuable tools and resources for you to stay up to date on the latest practices and laws.

LINKEDIN

LinkedIn not only has [helpful articles](#) and slide shows about veteran recruiting, it also has a full, [veteran dedicated](#) site. Encourage your recruits to sign up for LinkedIn and consider using [LinkedIn Recruiter](#) or other LinkedIn tools to reach active veterans on the site.

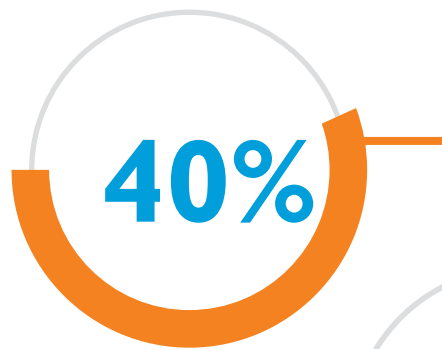
ADVANCE PARTNERS

(Hey, that's us!) We know the staffing industry better than anyone, and we especially know how to support our clients for optimal growth. That means providing funding when you need it (especially as you grow your business with veteran recruiting), as well as helping to advise you on other staffing business matters, like veteran recruiting or diversity certification.

No matter how you run your veteran recruiting program, be sure to get the right support throughout, and continue educating yourself on how best to reach this talent pool.

Step 7: Set Yourself up for Success through Veteran Recruiting

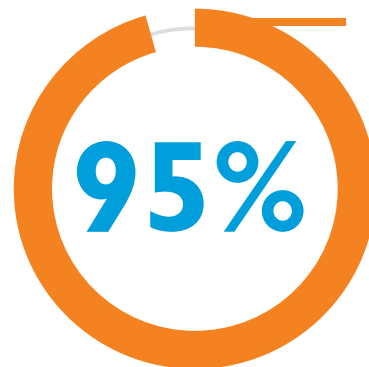
If you've read this far and are still not convinced of the ROI for veteran recruiting, consider the following:



40% of corporate HR executives say recruiting and retaining quality talent is their #1 business challenge



53% of veterans face a period of unemployment within 15 months of separation



95% of veterans would rather work than use their full allocation (26 weeks) of unemployment benefits



Veteran employees have a **3%** lower turnover rate than non-Veterans




According to CEB, a company of 1,000 employees with an average revenue of \$150,000 per employee that decreases its turnover by 3% **saves \$1.3 million annually**

These statistics set a promising environment for staffing firms willing to specialize in veteran recruiting. If you're able to find and reach this valuable talent pool, you'll not only be outpacing your competition, you'll be helping you and your clients to grow.

Plus, when you set yourself apart in this area, you'll become well known by your successful veteran recruits. And, while there are many tactics for reaching veterans, the number one way is through referrals.

Veterans have a brotherhood and team spirit from the military that continues into their civilian life. They love connecting with and sharing resources with other veterans. If your staffing firm can successfully help these individuals, you can be sure they will tell their friends and colleagues.



“Veterans bring a host of character traits that are difficult to beat. They are hard-working, detail-oriented, quick to learn, adaptable, often have leadership experience, and are motivated by an attitude of service to country and community.”

—MILITARYHIRE.COM

Conclusion

We hope we've made it clear that there are big benefits when you specialize in veteran recruiting. Not only are you helping men and women who served our country, you're investing in your business and your clients' business.

If you'd like more insight on how Advance can help you grow your business or support your growth as you recruit veterans, give us a call at 866.653.1810 or [contact us](#) online anytime to learn more.



866.653.1810



Contact US



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