



INDEPENDENT ELECTRICAL CONTRACTORS PRESENTS

2022 **business summit**

SAVANNAH, GA | JANUARY 24-26

Secrets to Successfully Sourcing, Hiring & Retaining Military Veterans

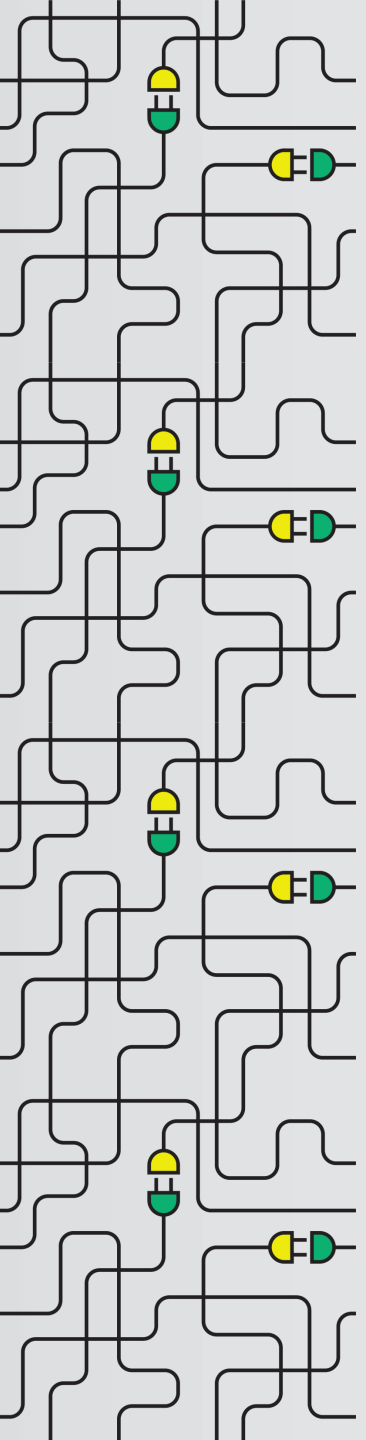
Lida Citroën, LIDA360, LLC

**“I’M A 90A, AND I JUST FINISHED UP AS THE S1 FOR THE 728TH. I RAN THE
BATTALION PAC AND WAS RESPONSIBLE FOR OERS, NCOERS, AWARDS AND ALL
MILPO ACTIONS.**

**UNTIL WE CAME OUT OF THE BOX IN OCTOBER, I WAS XO FOR THE 308TH
QUARTERMASTER COMPANY. BEFORE THAT I WAS A COMBAT TRANSPORT
PLATOON LEADER IN CHARGE OF 45 SOLDIERS
AND 13 GENERATORS.**

MY ETS DATE IS ON 1 JUNE. DO YOU HAVE A JOB FOR SOMEONE LIKE ME?”





HOW MANY OF YOU:

Are prior military?

Are a military spouse?

Have a parent who served?

Have a child or sibling who served?

Know someone who served?

- ✓ Military.com
- ✓ LinkedIn Learning
- ✓ Entrepreneur.com
- ✓ Talks@Google
- ✓ 3 books for military
- ✓ 500+ mentored
- ✓ 1,000s trained



WHO ARE TODAY'S MILITARY VETERANS?



VETERAN EXPERIENCE

- Enter young
- Formal, standardized
- Predictable promotions
- Responsibility early
- Family culture
- Values driven



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CIVILIAN EXPERIENCE

- Different culture, language
- Uniform, rank, status
- I vs. we
- Gender
- Networking
- No standardized rules





VETERAN CAREER CHALLENGES

- Post-911 veterans are different
- Transition training inadequate
- Resume, narrative
- Choice
- Self-promotion
- Translating exportable skills

WHERE'S THE OPPORTUNITY?



THE OPPORTUNITY

- Resiliency and discretion
- Work ethic
- Problem solvers
- Global, cultural
- Advanced technical training
- Leaders



JOBS SUITED FOR VETERANS

- Management
- Procurement
- Finance
- HR
- Contractor
- Business Development
- Marketing
- Logistics
- Training
- Quality Control
- Fulfillment
- Warehouse Supervisor
- Risk Management
- Recruiting
- IT
- Electrician
- Project Management
- Maintenance
- Security
- Engineering
- Operations
- Sales
- *And more!*

THE VETERAN CANDIDATE

READING THE RESUME

Spend the time

Multiple deployments

Keywords

Skills alignment

Career progression

Awards, recognition





EXAMPLE: MARINE 1141

Skills acquired:

- Blueprints, Technical Diagrams
- Documenting, Record Keeping
- Electrical Component, Equipment Installation
- Operational System Testing, Evaluation
- Repair Malfunctioning Electrical Systems
- Risk Management
- Safety and Occupational Health Programs
- Use of Hand Tools, Power Tools

WHAT THE RESUME WON'T TELL YOU

- Eager to learn
- Leaders *and* followers
- Highly trainable
- Need help telling their story



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SELL THE COMPANY BRAND

- Mission
- Culture
- Programs
- Other veterans
- Jobs, skills



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THE INTERVIEW

DO:

- ✓ Relate your experience or connection
- ✓ Put them at ease
- ✓ Check your implicit biases at the door
- ✓ Ask about post-military education
- ✓ Use behavioral interview questions





DON'T:

- ✓ Feel intimidated
- ✓ Assume they want management
- ✓ Presume disabilities
- ✓ Forget what you can and can't ask

CAN YOU ASK?

Why did you join the military?

During your time in the military, did you ever kill anyone?

Why did you choose the branch of the military you selected?

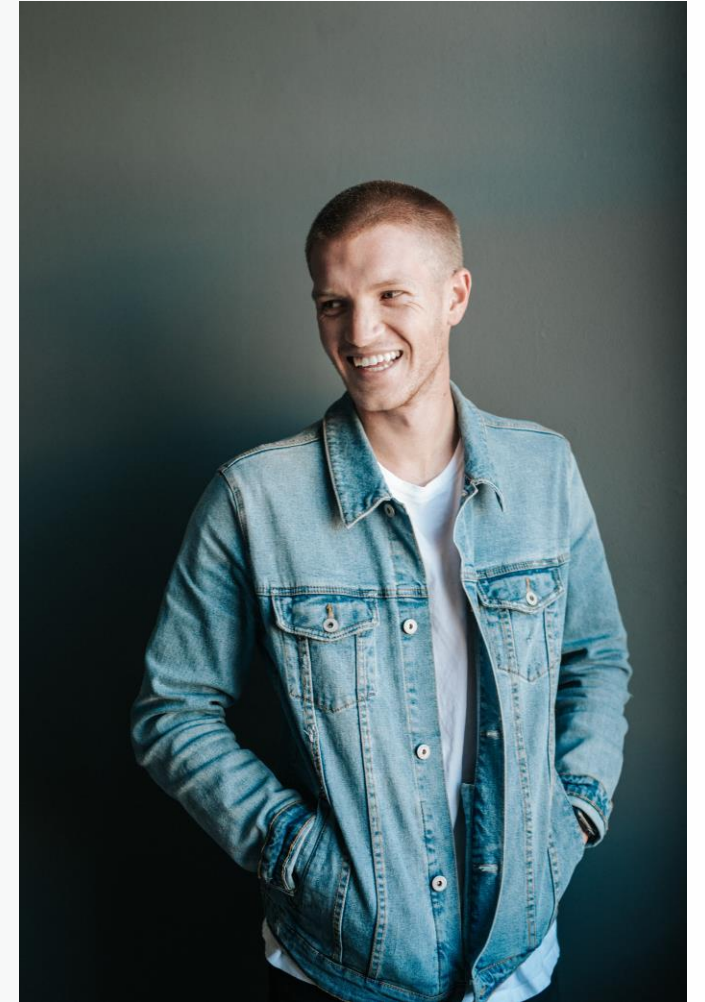
I see you're in the National Guard. Do you expect to be deployed?

How could you leave your family for so long?

With or without reasonable accommodation, can you do the job?

WHAT THE VETERAN WON'T TELL YOU

- Fear
- Want to be liked
- Still want to serve
- Default behavior



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Veterans



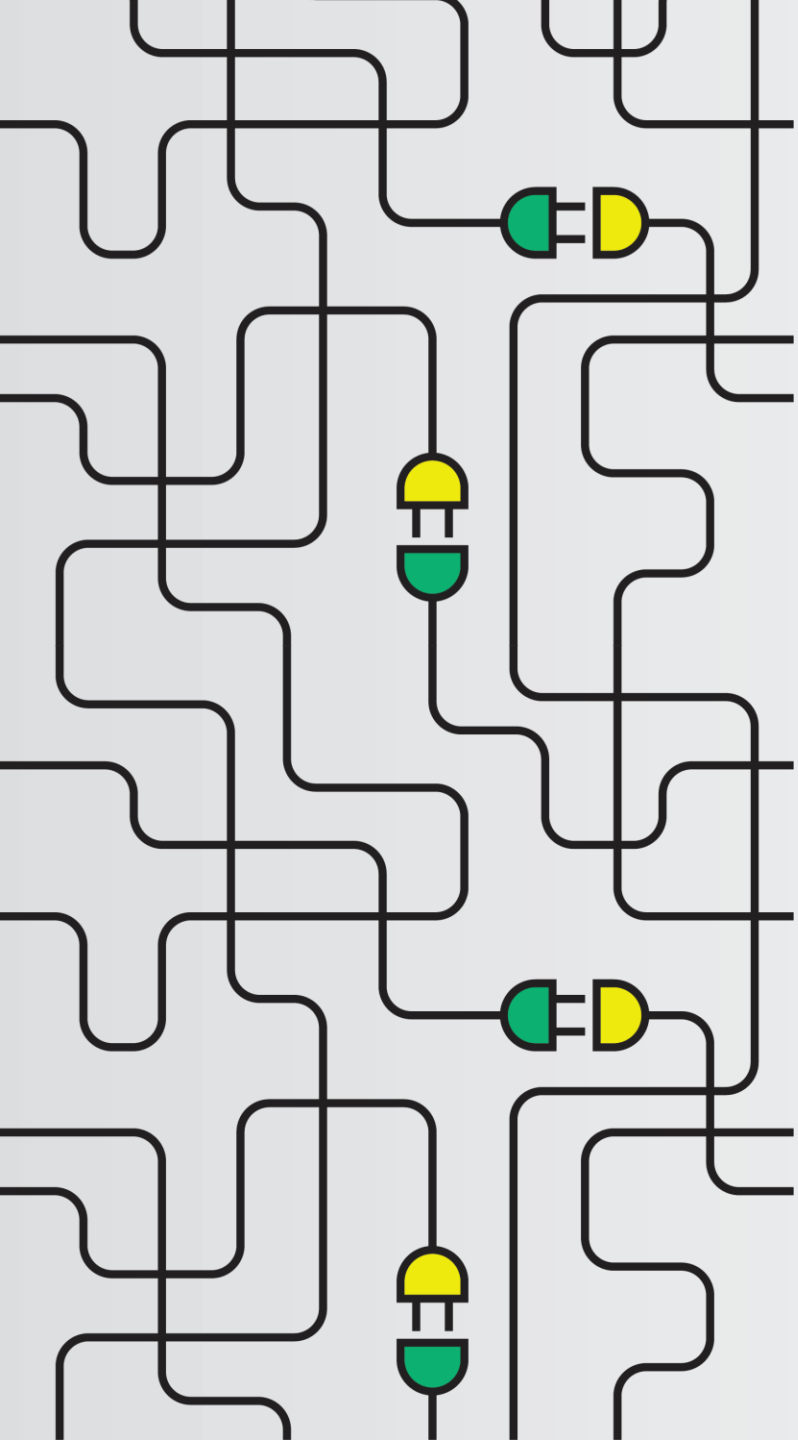
Growth mindset



All boxes won't ✓



Commit to them



**A MAN WHO IS GOOD ENOUGH TO
SHED HIS BLOOD FOR THE
COUNTRY, IS GOOD ENOUGH TO BE
GIVEN A SQUARE DEAL
AFTERWARDS.**

- THEODORE ROOSEVELT



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