



SECURING A COMPETITIVE ADVANTAGE

LEVERAGING THE RARE, VALUABLE, AND DIFFERENTIATING ATTRIBUTES OF VETERAN TALENT

For the firm to extract value (financial and non-financial) from its veteran hiring initiative, it must develop and enact a strategy positioned to acquire, deploy, and develop veteran talent in a way that leverages veterans as a rare, valuable, and differentiating resource.

STRATEGICALLY EMBED VETERAN TALENT



TALENT ACQUISITION

Make purposeful choices to source and acquire veteran talent in a way that aligns with firm-specific opportunity to leverage the rare, valuable, and differentiating attributes of veteran talent in the marketplace.



TALENT DEPLOYMENT

Make purposeful choices to deploy veterans within the firm for work roles and situations that will maximize these rare, valuable, and differentiating attributes that best contribute to achieve the firm's objectives.



TALENT DEVELOPMENT

Make purposeful choices to develop and advance veteran talent within the firm to leverage the uniqueness of military conferred knowledge, skills, and abilities.



SUGGESTED CITATION

Haynie, J. M. (2016, April). Revisiting the Business Case for Hiring a Veteran: A Strategy for Cultivating Competitive Advantage (Workforce Readiness Briefs, Paper No. 2). Syracuse, NY: Institute for Veterans and Military Families, Syracuse University.

