



The Value Of a Veteran

Human Resources Training & Consulting

Capabilities Statement – Veteran Program Development

Mission Statement

To assist employers in rapidly developing effective veteran recruitment and retention programs that earn ROI in the first 12 months. We do this through strategic consultation and training (in person, live web seminars and web-based based training options) of leaders, recruiters, hiring managers and supervisors.

Core Competency: Veteran Recruiting & Retention Program Development

Using a cadre of specialized consultants with long histories of building and maintaining successful veteran programs, The Value Of a Veteran is prepared to collaborate with your team to help you create a comprehensive, holistic and customized veteran program that delivers results in the first 12 months.

Program Areas We Cover:

- ✓ Defining business case for program creation and business goals for your program
- ✓ Create veteran recruitment and retention program structure and phased implementation
- ✓ Review of job categories to identify ideal veteran opportunities and pin point areas for “quick wins” to gain program momentum
- ✓ Assessment of hiring processes to identify potential obstacles that will affect veteran hiring
- ✓ Review of job announcements, marketing collateral and career website and recommend adjustments/enhancements that will achieve veteran application goals
- ✓ Development of a sourcing strategy specific to your goals
- ✓ Development of a marketing and outreach strategy specific to your goals
- ✓ Review of onboarding process and employee engagement programs to identify opportunities to support unique needs of veterans (especially the recently separated) and recommend adjustments/enhancements that will achieve veteran retention goals

Highly recommend combining our consulting with our training services to prepare your recruiters and hiring managers to be successful in reviewing and assessing military talent and your supervisors/managers/employee engagement team to create a welcoming and supportive environment for new veteran hires.

Company Information

2465 Centreville Rd, #J17-252
Herndon, VA 20171
877-681-9960 (P & F)
www.TheValueOfaVeteran.com

Founded: 2007
Business type: S-Corporation

Primary contact:
Lisa Rosser, CEO and Founder
Lisa@TheValueOfaVeteran.com

Cage: 5CJT0
DUNS: 014162310

Payment accepted via EFT, Visa, MasterCard and American Express

Work Area

Nationwide (virtual and onsite)

Diversity Certifications

- VOSB (Department of Veterans Affairs CVE verified)
- MOSB/WOSB (Virginia SWaM certified)

NAICS

- 541612
- 541614

Companies building a veteran recruiting and retention program rely on The Value Of a Veteran's **fourteen years of direct experience** to help them create a rock solid business case for recruiting veterans, as well as how to assess veteran training and experience, market to attract military applicants, and source veteran talent. They also look to us to help them build strong onboarding and engagement plans to retain their veteran talent.

***Education and awareness are key to changing
how employers view and value military service.***

Qualification and Experience of Responder

Founded in 2007, The Value Of a Veteran is a human resources training and consulting firm that **specializes in educating employers on how to recruit and retain veterans**.

We were the **first company** to create commercially available comprehensive training expressly for employers, human resources professionals and hiring managers that covered all aspects of veteran recruitment and retention.

Our content is the **only one** available that was developed by someone with **both significant military experience AND staffing/recruiting experience**, making it both relevant, understandable and realistically actionable for civilian recruiters and managers to implement.

We blend **“high-tech” delivery** with **“high-touch” engagement** and utilize change management principles to challenge participants to examine their beliefs and perceptions of the knowledge, skills and abilities taught through military service. Clients find that, once their minds have been expanded to the potential of veteran talent, their programs become more robust, holistic and drive greater business value quicker.

The Value Of a Veteran has been **directly engaged** with the military recruiting programs of **more than 150 large (5,000+ employees) companies** in the most recent 3 years. More than 60 of these companies are ranked on the 2020 Fortune 500 list. We have worked with more than 450 Fortune-1000 size companies since our founding in 2007. **A list of employers from your industry is available upon request.**

While large employers make up our primary clients, in 2016 VOAV was awarded a contract from the Virginia Department of Veterans Services to provide Virginia employers of all sizes with regular live webinars and access to a suite of computer-based training modules on topics relevant to veteran recruiting and retention, as part of its **“Virginia Values Veterans” (V3)** program.

VOAV's training content has been incorporated into publications offered by SHRM, Career Builder and others.

VOAV has been a featured veteran recruitment and retention conference speaker at SHRM, ERE, HERC and CUPA-HR and has been interviewed on the same topics by MSNBC, Fox Business News and Real Clear Politics.

