A full-page graphic dedicated to 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.

The chat below depicts the stages to utilizing veteran talent. The first stage is to “strategically embed veteran talent.” An arrow points to the next phase, titled “Talent Acquisition.” This is described as making “purposeful choices to source an 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.” Another arrow points to the next state, titled “Talent Deployment.” This is described as making “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.” A final arrow points to the last phase, titled “Talent Development.” This is described as making “purposeful choices to develop and advance veteran talent within the form to leverage the uniqueness of military conferred knowledge, skills, and abilities.”

Suggested citations for the above information includes: 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.