



P A T H F I N D E R  
— C O N S U L T I N G —

# **Veteran Retention: Pillars of a Successful Onboarding, ERG, and Support Strategy**



# INTRODUCTION



## MATT BROGDON

- 20** years of diversity and military recruiting and consulting experience
- 10** years of third-party staffing and ten years of corporate recruiting experience
  - Recruited across various industries, including IT, manufacturing, biotech, finance, tech, and services
  - Former U.S. Army officer
  - U.S. Air Force Academy Graduate



**RETENTION**

**VETERAN RETENTION – SECURING  
YOUR INVESTMENT IN VETERAN  
RECRUITING**

## CORPORATE VETERAN RETENTION



Retention is the true measure of a Veteran Hiring and Retention Program's effectiveness.



Retention starts on Day 1 with onboarding, but the Employee Resource Group can become a Business Resource Group, lowering recruiting costs, and increasing employee retention. Always support your Guardsmen and Reservists.



- Onboarding
- ERGs
- National Guard and Reserve Support

## **CORPORATE ONBOARDING**



**Onboarding – creating a process that eases matriculation of veterans as they transition to a new company, new industry, and new civilian life.**

- **New to civilian life, industry, and your company**
- **Assistance with corporate cultural norms and procedures**
- **Permanent contact for updates and assistance**

## **CORPORATE EMPLOYEE RESOURCE GROUPS**

**Employee Resource Group – establishing an ERG to serve four main purposes:**



- **Recruiting**
- **Mentorship**
- **Professional Development**
- **Community Engagement**

## **EMPLOYEE RESOURCE GROUPS - RECRUITING**



**Recruiting – veteran members of the ERG can serve as volunteer recruiters and support the Talent Acquisition staff at local and national military and veteran recruiting events**

## **EMPLOYEE RESOURCE GROUPS - MENTORSHIP**



**Mentorship – create a veteran mentorship structure outside of the normal chain of command to support new veterans as they learn their new corporate ropes**



## **EMPLOYEE RESOURCE GROUPS – PROFESSIONAL DEVELOPMENT**



**Professional Development – ERG members can support veterans with corporate professional development and share it with the rest of the company.**

## **EMPLOYEE RESOURCE GROUPS – COMMUNITY ENGAGEMENT**



**Community Engagement – ERG members will volunteer to support the company as community stakeholders to strengthen the company brand throughout each of its communities.**

## **NATIONAL GUARD AND RESERVE SUPPORT**

### **National Guard and Reserve Support**

- **USERRA**
- **ESGR - Employer Support of the Guard and Reserve**
- **Pay Differential**
- **Training Support**



## CORPORATE VETERAN RETENTION



**Onboarding**



**Employee Resource Groups that  
become Business Resource Groups**



**National Guard and Reserve Support**



# **THANK YOU**

**Please visit us at**

**<http://www.pathfinderveterans.com/>**

**or call us at**

**(619)807-3123**

**to learn more**