



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



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