

HOW TO HIRE A MILITARY VETERAN:¹

And Why You Should Hire a Laborer's Apprentice from The Houston Launch Pad



Have you ever thought about hiring a military veteran for your company, but stopped there? If so, you're not alone. Like many of us, you may not know how to source the best match for your organization. Or you may want to save time and hire through your usual channels. Don't. Unless you expand your hiring scope, you're missing out on an opportunity to build a stronger, more competitive company culture. It's time to start thinking proactively about veterans every day of the year—not just on Veterans Day.



Unparalleled Team-Building Skills

Veterans have the strongest management and operational experience in the marketplace. Their team-building skills are unparalleled. Veterans also know how to take and carry out orders, and how to be responsible and dependable, because their lives depended on doing so. Veterans understand diversity because they have trained with, lived with, and protected every type of person and personality you find in the workplace (and the jungles beyond). Veterans also fulfill organization's

diversity goals, as they represent every color, culture, race, and lifestyle under the rainbow. Bottom line, they know how to assimilate and adapt to any situation, and they bring all the above strengths to the workplace.

If your company is already a diverse workforce, don't worry; veterans will fit in just fine. Through the breadth of their training, they also bring extra bonuses. For example, they've been trained to recognize the signs of someone under unmanageable stress (run 200 attack missions out of Iraq, and it's unavoidable). So they have an innate radar for identifying potential trouble spots in a project's operation and staff, and they often know instinctively how to diffuse them. And if your goals include hiring more women, the ranks of military veterans include many, including women with exceptional leadership and team-building skills and experience, honed from serving in positions of military leadership and command.

The Houston Launch Pad

The Houston Launch Pad (HLP) is a grantee of the U.S. Department of Labor's Veterans Employment and Training Services. It leverages a network of community-based programs to help veterans succeed in meaningful employment. In partnership with construction employers and the U.S. Department of Labor, HLP established a Laborer Apprenticeship training program for the construction industry in Houston. This 2,000-hour Construction Craft Laborer training is based on the NCCER standardized construction and maintenance [curriculum](#). Trainees learn about the variety of trades, including carpentry, masonry,

¹ Adapted from Shannon Wilkinson at Reputation Communications.



ironworking, electrical, welding, heavy equipment, and cranes. Upon completion of this two-level course, the trainee has the basic knowledge needed on any construction and maintenance job site. The Construction Craft Laborer curriculum covers such subjects as site layout, reinforcing concrete, and electrical safety.

Targeting unemployed veterans with personal challenges, HLP designed a training program with input and guidance from local industry leaders that prepares individuals for good jobs and the potential of a meaningful career path in construction trades. The agency also provides a range of supportive services to help veterans reintegrate into the workforce and retain employment. Its tools, training, and vocational case management are an asset to employer partners who want to take the steps to hire qualified veterans.

Join the Club...An Elite One

When you become involved in hiring veterans, you benefit in highly pragmatic ways—including becoming part of the nationwide network of veteran supporters.

Do you aspire to work with companies who have made commitments to hire our heroes, such as Chase, Verizon, Walmart, or Disney? Scores of powerful, high-net-worth business leaders support The Houston Launch Pad and other organizations that employ veterans. So when you hire veterans and become active in the organizations that support them, you join a private club of some of the most elite power brokers in business. That is one strong recipe for success. Hiring veterans will help you attain it . . . and much more.



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