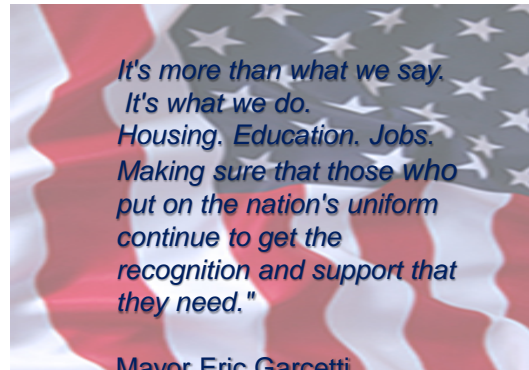


HARRT at UCLA
Sr. Executive Round Table
August 23, 2016

Michael Wolfe, Chairman, Vets Bridge to Employment
"Hiring Heroes: Discovering Untapped Talent Pools"

Slide 1

10,000 Strong
Mayor Garcetti's Initiative

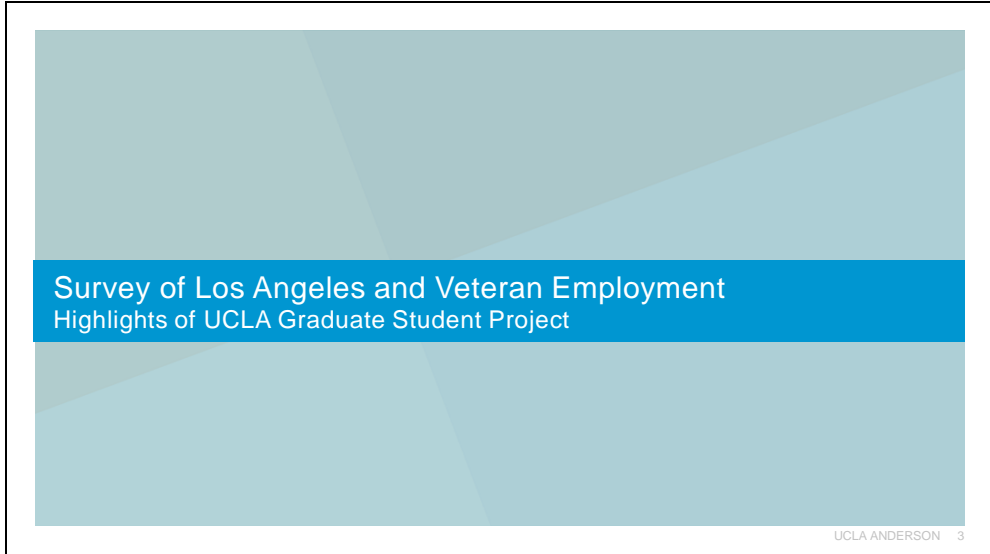


Mayor Eric Garcetti
November 2013

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Slide 3



Slide 4

K1
K2

Veteran Demographics in Los Angeles

ESTIMATED VETERAN STATISTICS IN LOS ANGELES

- ▶ Los Angeles County
 - › 320,000 veterans (3.2% of population)
- ▶ City of Los Angeles
 - › 96,000 veterans

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Slide 5

Military drawdown contributes to unemployment


The number of veterans seeking employment in Los Angeles will increase over the next several years, due to the military drawdown caused by budget sequestration

- ▶ U.S Army Drawdown
 - › 70,000 active military by FY19
 - › 28,000 reserve military by FY19
 - › 17,000 civilian employees by FY19
- ▶ Other military
 - › 10,000 Air Force military and 12,000 civilians
 - › 16,000 Marine Corps military by FY17

141,000 separated veterans by 2019

▶ Effects on Los Angeles*

- › **2,000 additional veterans by 2019**
- › In addition to the 6,000 veterans that separate voluntarily every year



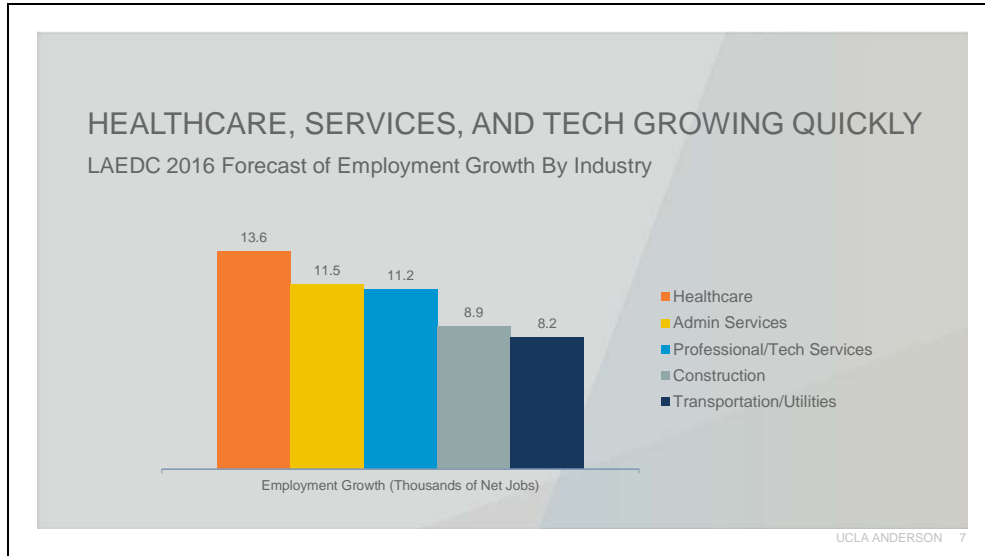
*based on City of LA population making up ~1.2% of U.S. population

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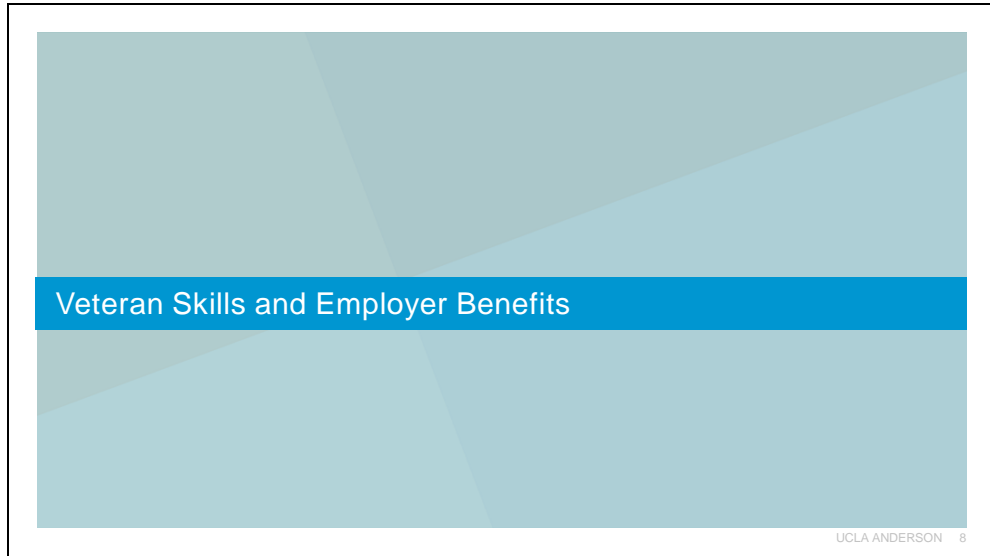
Slide 7



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Slide 8



Slide 9

Veteran skills have been widely validated

- ▶ Entrepreneurship
- ▶ Trust
- ▶ Skill transferability & adaptability
- ▶ Advanced technical training
- ▶ Adept in discontinuous environments
- ▶ Resiliency
- ▶ Team-building skills
- ▶ Organizational commitment
- ▶ Cross-cultural experiences
- ▶ Experiences in diverse work settings

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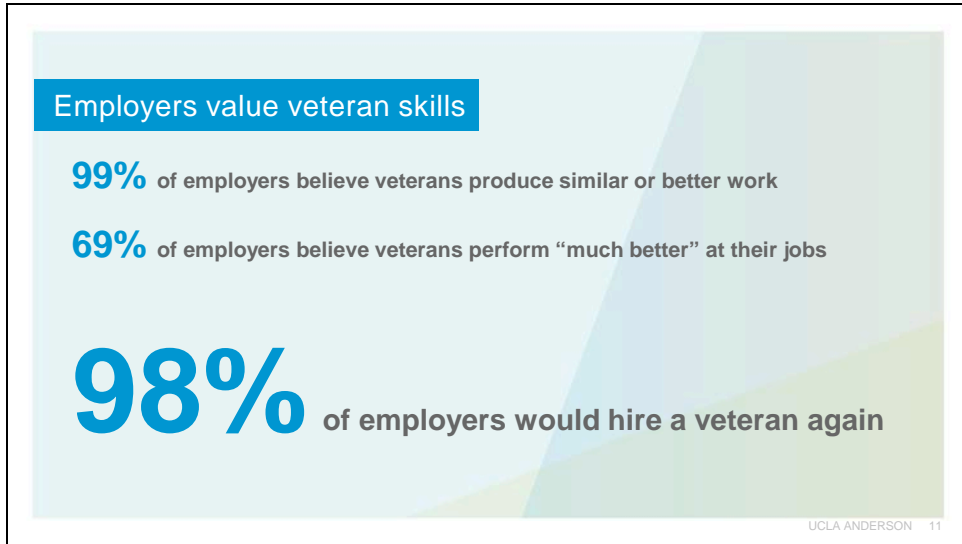
Slide 10

▶ LEADERSHIP	▶ TEAMWORK	▶ TIME MANAGEMENT
Trust	Trust	Trust
Team-Building	Team-Building	Skill Transferability
Entrepreneurship	Org. Commitment	Discontinuous Environments
Resiliency	Cross-Cultural Experience	
	Diverse Settings Experience	

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Slide 12



“A civilian candidate will say, ‘I study all this stuff,’ and a veteran will say ‘I did all this stuff.’

Leadership is different from management. Most people in the civilian world just manage things; they don’t know that leadership is a hands-on experience that is totally different.”

Interviewee about leadership

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Employers benefit from hiring veterans

- ▶ Higher reputational value in the eye of the public
- ▶ Company image perceived as more personal, rather than corporate
- ▶ Financial incentives: Work Opportunity Tax Credit (WOTC), training reimbursements
 - › WOTC worth \$9600 a year
 - › Training reimbursement covers 6 months of salary for a new hire disabled veteran

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Slide 14

Pain Points and Problems

- ▶ **Veterans**
 - › *Struggle with translating their skillsets into relatable terms*
 - › *Overwhelmed by a vast array of resources from disparate sources*
 - › *Lack direction in identifying and applying their strengths and preferences to careers*
- ▶ **Employers**
 - › *Difficulty understanding how to translate military experience and jargon*
 - › *Lack the knowledge or experience on how to set up a veteran hiring program*
 - › *Were unaware of the benefits (external and internal) to hiring veterans*
 - › *Had difficulty sourcing veterans for employment*

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Slide 15

Three-Sided Approach

- I. Specific improvements to the 10,000 Strong Initiative website
 - › Utilize online assessments and tools
 - › Add a skill-matching guide
 - › Curate a list of resources available to veterans
- II. Increased focus on employer partners
 - › Create incentives for employers to partner with 10,000 Strong
 - › Increase support for developing veteran hiring programs
- III. Target high-growth industries that complement veteran skill sets

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Slide 16

I. Website Improvement


1. Utilize online tools for career development

The Harrison Assessment and GuideOn will help facilitate skill set matching.

GuideOn



Harrison Assessment



Paradox Graph
Mike Chinn
For 12/16/16

Completed: 12/16/16

SELF

DEFENSIVE

SELF-ACCEPTANCE

INTERNALLY RESTRICTED

SELF-CRITICAL

SELF-IMPROVEMENT

10

0

0

10

"Although I have many good qualities, my life and relationships need continuous improvement. Trust character is developed through self-inquiry which ultimately leads to discovering the full impact of one's weaknesses and faults as well as the revelation of one's grandeur. A person of self-acceptance readily is his/her critics and adjusts his/herself to allow his/her splendor to shine forth even more brightly."

The Primary traits for this paradox are:

SELF-ACCEPTANCE
The tendency to like oneself ("Thi O.K. the way I am")

SELF-IMPROVEMENT
The tendency to attempt to develop or better oneself

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I. Website Improvement

3. Curate a list of resources available to veterans

Creating a “one-stop shop” for veteran resources would simplify the search process

- ▶ Wading through all available resources during the transition is overwhelming
 - › A condensed list of links would help veterans focus on important resources
 - › This should be made as specific to Los Angeles as possible

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