# **Recruiting and Retaining Military Veterans in the Construction Industry**

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extremely diff cult for veterans, especially when it comes to f nding meaningful, long-term employment. The goal is to align the knowledge, skills, and abilities (KSAs) developed during military service to work in the most signif cant way.

Companies that can provide veterans the opportunity to work and communicate in a similar fashion as they did in the military tend to have the greatest employee retention. But making that alignment can be challenging. Veterans often struggle with understanding where they f t within the organization and what their new chain of command a

position past the f rst year, there's a greater chance they will become a long-term team member.

Approximately 200,000 individuals exit the military every year —and a signif cant number of these veterans have acquired skills that directly align to what the construction industry needs. Tailored veteran recruiting is a rewarding way to provide needed jobs for those that served. There is plenty of opportunity for recruitment and, with the right support, just as much opportunity for retention that can help military veterans enjoy a fulfIling career.



#### THE VALUE OF VETERANS

So, what is it that makes military veterans such valuable employees?

In short, military veterans bring leadership, work ethic, teamwork, and technical skills to an organization. They are highly trained, talented individuals who are equipped to handle intense situations where prompt decisions are often required. Additionally, military veterans tend to align quickly with shared safety protocols in the construction industry due to their training.

## HIRING BEST PRACTICES AND VETERANS' PROGRAMS

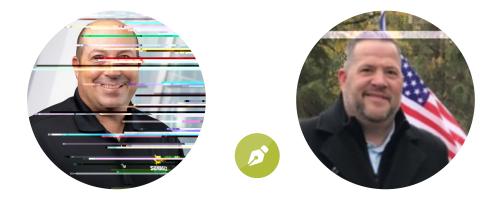
If a company is serious about hiring and retaining military veterans, it should look for ways to coach, mentor, train and develop this dynamic demographic. A great way to do this collectively is to establish a corporate veterans program. The goal of a veterans program is to provide an inclusive space where current and former military veterans and their families can thrive. Sunbelt Rentals, for example, has established a Veterans Program comprising four pillars: Resources, Recruitment, Recognition, and Retention.

Resources quickly and eff ciently provide new team members with the assistance they need for various challenges they may be facing. These could include a hotline, veterans' administration support, accommodation support, and interagency coordination.

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Recruitment focuses on hiring veterans and aligning skills gained during military service to match them with the most suitable role and support their success. Recruiters should use terms that align roles in the company with a military occupation special ty (MOS) — a code used in the military to identify specific jobs — while also communicating the company's culture and fit.

Receignition at SunbeVit Rentals in Volves a newly launchedet uniform program. This provides veterans the opportunity to showcase their branch of service with a patch on select apparel. In additiom, the SUV/befit Salute/Which is embodied in R cup M



### **About the Authors**

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<u>Sunbelt Rentals</u> the premiere rental equipment company in North America, Sunbelt Rentals offers a highly diversif ed product mix including general construction equipment, industrial tools, pumps, power generation, climate control and HVAC, shoring solutions, scaffolding, remediation and restoration equipment, and more.

## **About the Article**

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