



Building Bridges & Hiring our Heroes

SHARP

TUATARA **TASKFORCE UPLIFT**

Stramaglio
CONSULTING

Introductions



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**Building Perpetual Access to Military Talent:
The Mission**



What does military talent bring to your company? Why should you care?

1. Veterans Are Entrepreneurial
2. Veterans Assume High Levels of Trust
3. Transferring Skills Across Contexts and Tasks
4. Acquire and Leverage Advanced Technical Training
5. Comfortable and Adept in Discontinuous Environments
6. Exhibit High Levels of Resiliency
7. Advanced Team-Building Skills
8. Strong Organizational Commitment
9. Have and Leverage Cross-Cultural Experiences
10. Experience and Skill in Diverse Work Settings



Why does this matter to my organization?



Stand Out with Veteran Recruitment

Once forged, have access to a perpetual talent incubator that can become a strategic differentiator



Battle Buddies Stick Together

Have a company culture that welcomes vets. Vets will bring their buddies, reducing cost to recruit and retain talent!



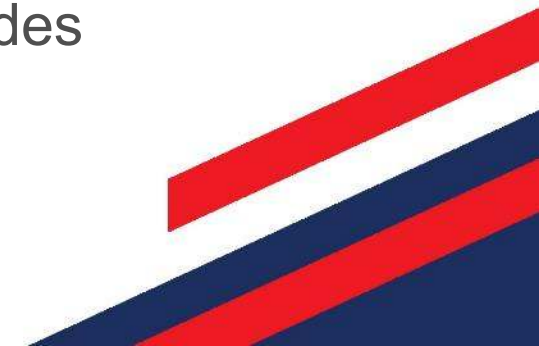
Right People on the Mission

Reduce overhead, streamline speed to impact, improves ROI on resource investments, direct impact to top and bottom lines



Support The Military Community

Take an active role in breaking the poverty cycle, provide a sense of purpose/community, assist in reducing veteran suicides



Military Jobs to Imaging Channel Careers: Navigating the Matrix!

Do we have the access to the talent we need in:

- Sales, Operations, Manufacturing, Warehousing, Delivery, Service?

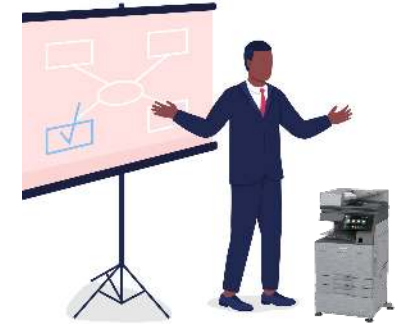
Are we hiring at the right people at the right pace to achieve our goals?

Can we translate the military alphabet soup to help solve our talent shortages?



Active-Duty Bridge to Imaging Channel

(VETech, Sharp/Employers, Hiring our Heroes)



- Talent pipeline for candidates serving and preparing to transition
 - Job descriptions, training certification, apprenticeships
- Pipeline for veterans looking to reskill or join our companies
 - Reskilling programs, training certifications, internships/apprenticeships
- There are pipelines with proven results of hiring into the channel
- Veteran recruitment shows your company is military friendly.
 - The military community is close-knit, and as word spreads others will want to join, making networking easier and attracting existing skills and train where gaps exist...deploy, win!

HOH Internship Programs

6 to 12 weeks programs to connect service members and military spouses/caregivers with companies that provide experiential opportunities with the goal of hiring.

[Corporate Fellowship Program](#)

[Military Spouse Fellowship Program](#)

[Caregiver Fellowship Program](#)



Formation of Veteran Employee Resource Groups (ERG) in Your Org

- Identify and celebrate the Vets in your company
- Rally vets secure executive support
- Give your Veteran ERG an **identity, mission, and purpose**
- Serves as a place for vets to rally around social causes, celebrate military holidays, give back to the community and support the talent pipeline initiatives
- Bridge between active duty and the imaging channel (Hire our Heroes)
- Mentorship for those in need such as vets, their spouses and kids



A Bridge to our Communities through the Veteran ERG Coalition.....Taskforce Uplift, We can, we will, we do!



- Volunteer Veterans, Veteran Advocates & Corporate Veteran ERG's....working together
- 9 months in Taskforce Uplift has procured and distributed over 300 new and used laptops to veteran families in need
- Gives hope, builds community, inspires action, closes the digital divide
- Mentorship – laptop recipients assigned a mentor from the Veteran ERG coalition, new window into the world





Practical Application, Sharp:
Task and Direction



Why is it so hard to find and hire military?

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- Transitioning to civilian life is extremely stressful
 - Fear that military service won't translate to civilian employers
 - We don't know where to find each other
 - Too many resources
 - Afraid employers won't understand ongoing obligations or allow time off to pursue military career



How to get started

- Identify the **Veterans** within your company – Battle buddies hire battle buddies
- Identify **roles within your company** that are a good fit
- Build a veteran **focused recruiting** mentality

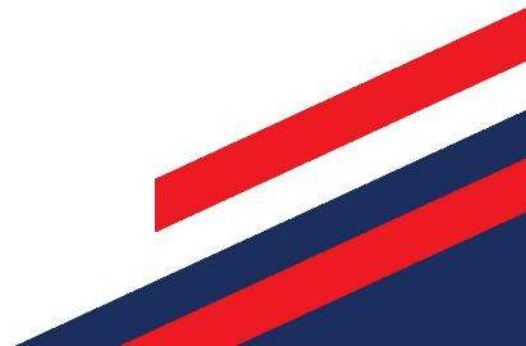


Enlist your veterans

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- Built-in networking group
- Create opportunities for them to tell their story
- Show off your support



Show off your support


SHARP Sharp Business USA
18,693 followers
2w • Edited • 🌐

President & CEO, **Mike Marusic**, was presented with the "Patriot Awards" by Mr. Alvin Star, Area Chair of the **Employer Support of the Guard & Reserve (ESGR)**, a US Department of Defense program. The Award recognizes Sharp's commitment to our Veterans and Active Duty Reserve employees. Congratulations on this well-deserved recognition!



John Wollitz · 1st
General Manager - Sharp Business Systems Florida
23m • 🌐

A great Veterans appreciation lunch with Matt Zadrzil and Richie LeBron two of our Veterans who are outstanding team members . Thank you to all the Vets for their service!
[#veterans](#) [#thankyou](#) [#team](#)



Mike Marusic · 1st
President and CEO - Sharp Imaging and Informati...
1mo • Edited • 🌐

So proud of the **Sharp Business USA** Veterans and team members supporting our Veterans. Some spoke at schools while others delivered "Thank You" treats to customers who are Veterans. We can all do something to honor our Veterans. Here are a few examples. Great Job!. [#veterans](#) [#thankyou](#) [#veteransday](#)

You and 150 others · 2 comments

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Add a comment...

Most relevant ▾

Mike Marusic **Author**
President and CEO - Sharp Imaging and I...
1mo • ••

Another great one!

https://www.linkedin.com/posts/marussanueh_veteransday-thankyouveterans-sharpcares-activity- ...see more

SHARP Sharp Business USA
18,660 followers
1mo • 🌐

Today and every day, we honor our veterans and are grateful for your heroism and sacrifice. Sharp salutes every veteran voice that makes up our organization and hopes to provide a place for many more to thrive. [#veteransday](#) [#veterans](#)

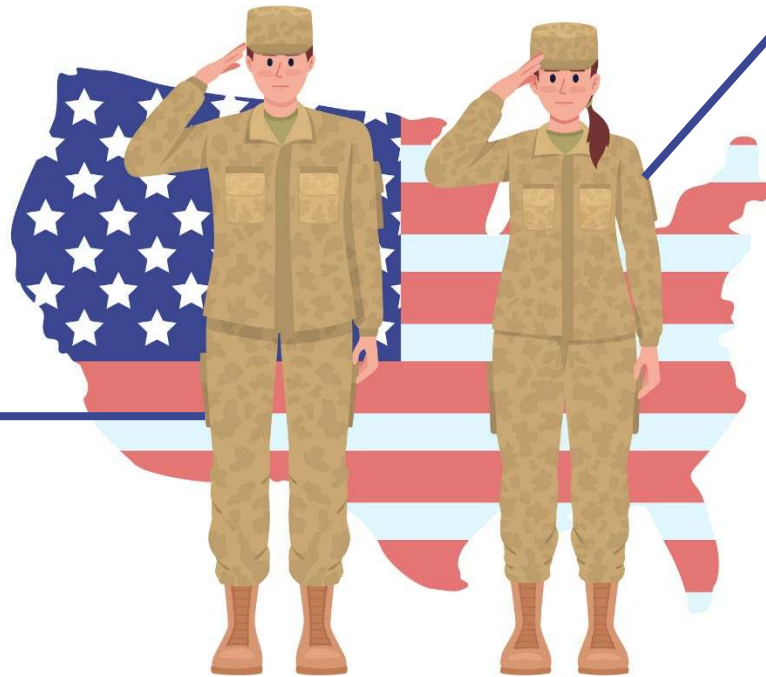
Sharp salutes each and every veteran voice on the Sharp team and hopes to provide a place for many more to thrive...

Play

1:34

Where can veterans fit in?

Identify roles within your company that fit



Veterans job skills

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Top Professional Skills

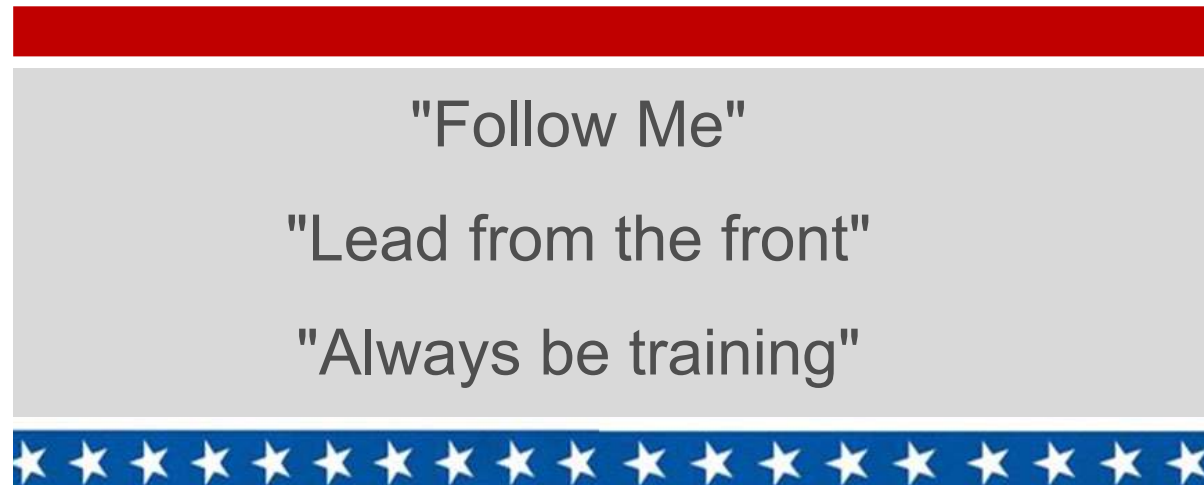
1. Management
2. Microsoft Office Suite
3. Project Management
4. Employee Development
5. Customer Service

Top Technology Skills

1. Integration
2. Windows
3. Testing
4. System Administration
5. Network Security

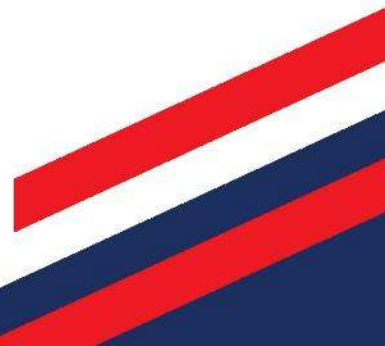
Built in leadership skills

The military leadership model is simple and starts from day one...



Military to civilian leader

- Basic leadership model is 3-4 people to one leader
- Leaders are held accountable at every level
- They are responsible for more than the success of the mission
- Trained to be problem solvers



Military to civilian leader

- Non-Commission Officer Corp (NCO)
 - The doers
 - Sergeant (SGT) –
 - 3-4 Soldiers
 - Staff Sergeant (SSG) –
 - 2-4 SGT's, 5-10 Soldiers
 - Sergeant First Class (SFC)
 - 3-5 SSG's, 20-30 Soldiers
 - First Sergeant
 - 3 + SFC's, 50+ Soldiers
 - Sergeant Major



Military to civilian leader

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- Officer Corp
 - Strategic Planners
 - Lieutenant (LT)
 - Platoon Leaders – 20 Soldiers including NCO's
 - Captain (CPT)
 - Company Leaders – 200 Soldiers
 - Majors
 - Staff Section Leaders – 20 + Soldiers
 - Lieutenant Colonels (LTC)
 - Battalion Leaders – 3-6 Companies
 - General
 - Echelons above god

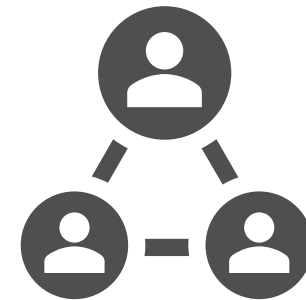


Military to civilian crosswalk

SHARP®

- **Military Job: Human Resources**
- **Description:** As a Human Resources Specialist, you'll play a crucial role assisting your fellow Soldiers progress in their Army careers, providing promotion and future training information. You'll ensure the necessary support is also provided to commanders across all branches. You'll be trained in document preparation, drafting requests, and overseeing official documentation, such as ID cards and tags. You'll also learn computer programs that keep personnel data up to date.

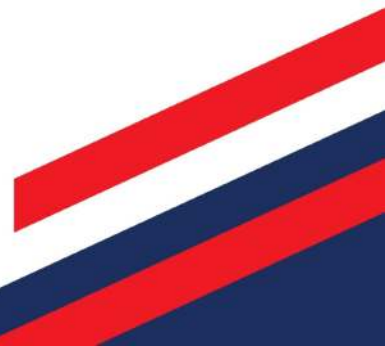
- **Civilian Equivalents:**
 - ✓ Human resources
 - ✓ Recruiter
 - ✓ Administration
 - ✓ Management



Military to civilian crosswalk

- **Military Job: Logistics**
- **Description:** As an Automated Logistical Specialist, similar to a laborer or freight mover, you'll perform maintenance management and warehouse functions in order to maintain equipment records. You'll oversee incoming supplies and equipment, simplify and standardize maintenance data, and raise the quality and accuracy of performance, cost, and parts data through improved maintenance management.

- **Civilian Equivalents:**
 - ✓ Warehouse
 - ✓ Operations
 - ✓ Product planning
 - ✓ Supply
 - ✓ Vendor relations



Military to civilian crosswalk

- **Military Job: IT Specialist**
- **Description:** As an Information Technology Specialist, you'll maintain, process, and troubleshoot military computer systems and operations. You'll deal with highly sensitive information and need to have technical skills and aptitude for programming and computer languages.
- Army Information Systems Management Officer. 53A MOS

- **Civilian Equivalents:**
 - ✓ Sales
 - ✓ Help desk
 - ✓ Engineers
 - ✓ Programmers
 - ✓ Service technicians

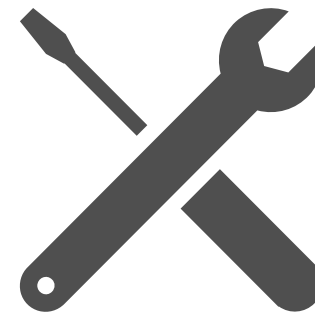


Military to civilian crosswalk

SHARP®

- **Military Job: Maintenance**
- **Description:** As a Test Measurement and Diagnostic Equipment Maintenance Support Specialist, you'll maintain the Army's precision instruments, keeping them in top working condition and ensuring they are always accurate. You'll calibrate and repair test equipment, and you'll adjust and synchronize watches, clocks, and timers. You'll learn electronic theory, how to read schematics, indirect and alternating current, and resistance and circuit analysis.

- **Civilian Equivalents:**
 - ✓ Field engineers
 - ✓ Service technician
 - ✓ IT

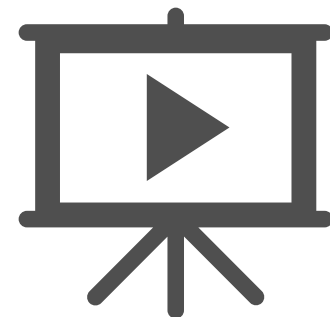


Military to civilian crosswalk

SHARP®

- **Military job: Multimedia Specialist**
- **Description:** As a Multimedia Illustrator, you'll operate multimedia imaging equipment in order to produce visually stunning graphic artwork that will be used to promote the Army. The artwork you produce will be used in publications, signs, charts, posters, television, and motion picture productions.

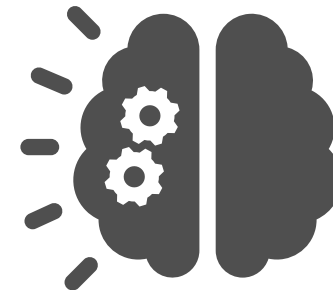
- **Civilian Equivalents:**
 - ✓ Sales
 - ✓ Graphic Design
 - ✓ Web design
 - ✓ Marketing



Military to civilian crosswalk

- **Military Job: Psychological Operations**
- **Description:** As a Psychological Operations Specialist, you'll be an expert at persuasion. You'll assess and develop the information needed to influence and engage specific audiences. You'll broadcast important information through various mediums and assist U.S. and foreign governments, militaries, and civilian populations.

- **Civilian Equivalents:**
 - ✓ Sales
 - ✓ Sales
 - ✓ Sales



How to find and hire veterans

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- Networking is the #1-way veterans find careers
 - Veterans have 28% more connections on LinkedIn
 - 1/3 found their current job via someone who already worked at the company
- Local resources
 - Veteran Centers
 - Transition Assistance programs



Enlist your veterans to ensure success

SHARP

- Provide a veteran mentor
 - Start upfront during initial assessment
 - Familiarity during the whole process
 - Focus on the person
 - Take advantage of the buddy system





**BTA, VETech, Imaging Community:
A Call to Action**



The community, working together to win together.

Stramaglio
CONSULTING

HIRING OUR HEROES

U.S. CHAMBER OF COMMERCE
FOUNDATION



- Access to military talent, skills translation
- Upskilling through internships & apprenticeships
- Hire...strengthen our companies' culture and talent
- Build veteran resource groups
- Give back and support the military community
- Do our part to break the veteran poverty cycle
- New sense of purpose
- Reduce veteran suicides



Imaging Channel
“Your Company
Here!”

CONSORTIUM

BTA and VETech and the ECS Community. Bringing it to life!

BTA & VETech - Military Resource Hub for ECS and the Imaging Channel

- Military Occupation Specialty (MOS) to Imaging Translation and Standardization
- Military and Veteran Resume Support
- Hiring Our Heroes Support
 - Standardization and new input setup support for ECS
 - Identify new talent sources, training programs, apprenticeships, and full-time job placement within our companies
- Veteran Resource Group Support
 - Assistance in standardization and launch of Veteran ERG's inside our companies
 - Assistance with programs to help our military community, and in turn, the military community assist the larger community at whole!





Together, We Will