




Recruiting & Retaining Military Veteran Talent

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- David Boyer, Veteran Recruiter, US Army Command Sergeant Major - Retired

Imagination at work.

GE on the military

A photograph showing the GE logo under construction. The logo is a large, circular emblem with the letters 'GE' in a stylized, intertwined font. It is surrounded by a complex network of metal scaffolding. In the foreground, an American flag with 50 stars is waving on a tall, silver flagpole. The background is a clear, bright blue sky.

“Veterans arrive at GE with not only translatable skills and expertise but with the intangibles and values that we believe define our culture and determine our success.”

- Jeff Immelt



GE veteran hiring commitment

In January 2012, GE committed to hiring 5000 veterans through 2016

Four years in, 4,531 veterans have been hired across GE.

10,400 total employees at GE are veterans



One in fourteen U.S. employees of GE are military veterans



GE veteran hiring commitment

- Partnering with the U.S. Chamber of Commerce to support 400 veterans' career fairs in the United States in 2012

“GE is a Chairman Sponsor of the US Chamber of Commerce Hiring our Heroes program and we have run 86 Transition Assistance Workshops at HoH events nationwide”

- Guaranteeing healthcare benefits for families while the employee is deployed
- Offering salary differential for families of deployed employees
- Providing special recognition and support for employees and families before and during deployment through company initiatives
- Creating a renowned GE leadership development program tailored specifically for military officers and reservists
- Creating a military-specific GE Veterans recruiting website.



Veteran value proposition

For GE

- Alignment of beliefs and values
- Proven leadership and teamwork
- Focused on achieving results... the right way
- Deep technical and operational skillsets

For Veterans

- A career with a globally respected company
- Strong support network
- Growth opportunities
- World class training programs



Demonstrated ability in GE Beliefs



Military Veterans

1. Customers Determine Our Success

- Experience as military customer
- Cultivate global relationships

2. Stay Lean to Go Fast

- Drive results in complex organization
- Focus on mission critical goals

3. Learn and Adapt to Win

- Flexibility to changing environments
- Improvise with uncertain information

4. Empower and Inspire Each Other

- Delegation of significant responsibilities

5. Deliver Results in an Uncertain World

- Lead and inspire by example
- Always put the mission first
- Know when to throw out the plan and change course



How the GE Veterans Network can Help

GEVN Hire Pillar

A GE-wide team to promote & facilitate veteran hiring at GE

Goals

- ✓ Find and hire the best military talent
- ✓ Onboard and transition
- ✓ Provide high caliber talent pipeline to GE



VN Leadership



Executive Sponsors



Jaime Irick
Army



Christopher Augustine
Army

Leaders



Dennis Bradley
Air Force



Owen Shieler
Air Force

Support



Rob Pickerill
Navy

- Development
- Community
- Careers
- PTS/TBI

Hire



Matt Novak
Army

- Value of Vets
- Connect
- Transition Programs

Grow



Owen Shieler
Air Force

- Mentoring
- Career Support
- Training / development



Services provided by Hire teams

What we do

The Value

Recruiting

- Recruit top military talent
- Complement existing recruitment process

- ✓ Sustained pipeline of high quality military talent
- ✓ GE vets help better understand & evaluate military candidates

Matching

- Identify potential jobs for veterans
- Refer talent
- Conduct hiring events

- ✓ Improved matches of military talent to roles
- ✓ Broader, more diverse candidate pool

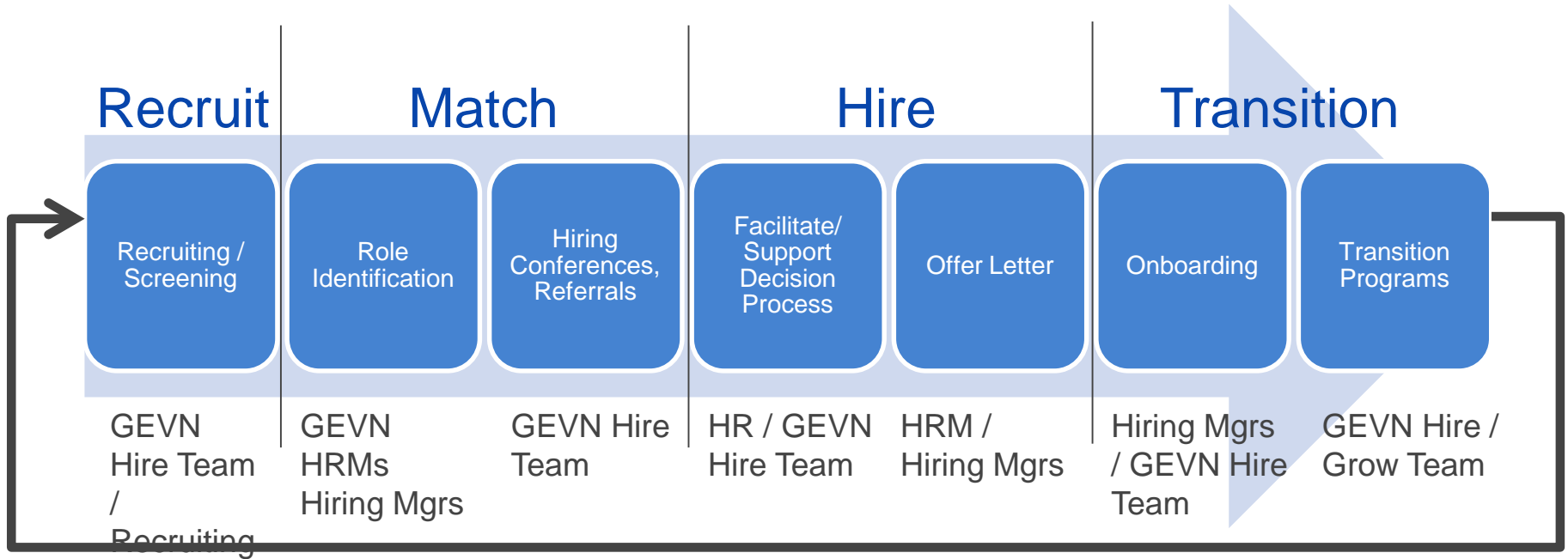
Hiring

- Assist in offer to acceptance process
- Support on-boarding

- ✓ Improve conversion rate
- ✓ Better onboarding and transition experience



Hire team business support process



- ✓ GEVN partners with Business recruiting, HR and hiring managers to identify target roles
- ✓ Military talent is recruited and matched with actual Jobs by GEVN
- ✓ Hired talent is on-boarded and enrolled in a transition program aligned with GEVN

Partnership between GEVN Hire teams and Business HR and Hiring Managers



Understanding veteran resumes

(Actual resume examples)

Performance

- Selected as the best Executive Officer in the Squadron
- Selected as Sailor of the Year (SOY) for USS Nashville (LPD 13)

Program management

- Managed 80 soldiers, 25 vehicles, property worth over \$71 million and an annual budget of \$5 million
- Managed fuel/oil quality assurance program, verifying over 100,000 gallons daily

Execution/Teamwork

- Conducted 250+ combat patrols receiving no friendly casualties
- Led the execution of over 800 flight hours without mishap

Change management

- Personally initiated the development and standardization of 25 combat procedures, saving 100 man hours annually

Strategic planning/execution

- Developed Strike Group training and operational blueprint, planning the movement of 8 vessels while executing over 300 exercises during training period





GE sponsored veteran career fairs

Career Fair	Month	Link
G.I. Jobs	Monthly virtual career fairs	http://www.gijobs.com/events.aspx
Service Academy Career Conference	Mar, May, Aug, Nov	http://sacc-jobfair.com/
Military Officers Association of America	May Feb, May, Aug (virtual)	http://www.moaa.org/careerfairs
NCOA/Military.com Career Expo	Multiple every month across the US	http://www.military.com/career-expo/employee-recruiting/
Military Officers Job Opportunities (MOJO)	Mar, Jun, Sept, Dec	https://www.militarymojo.org
Hiring Our Heroes	Monthly	http://www.hiringourheroes.org/
Recruit Military	Monthly	https://recruitmilitary.com/

Arrange participation with Global Talent Recruitment leader



Useful tools

Topic	Information	Link
Hiring from the Government	Training and tools on compliant hiring from the government	http://libraries.ge.com/folders/Index.do?entity_id=8119260101&sid=101&ohr_id=210065822&sf=1
Military Compensation Calculator	Calculate compensation of applicants in the military	http://militarypay.defense.gov/mpcalcs/calculators/rmc.aspx
Military Job Definitions	Search various branches and military jobs for relevant role descriptions	http://online.onetcenter.org/crosswalk/
GE Veterans Network	GE - Veterans Network portal	http://www.ge.com/veterans http://sc.ge.com/*gevn
Military Rank Chart	Defines rank structure for all branches of service	http://www.defense.gov/about/insignias

