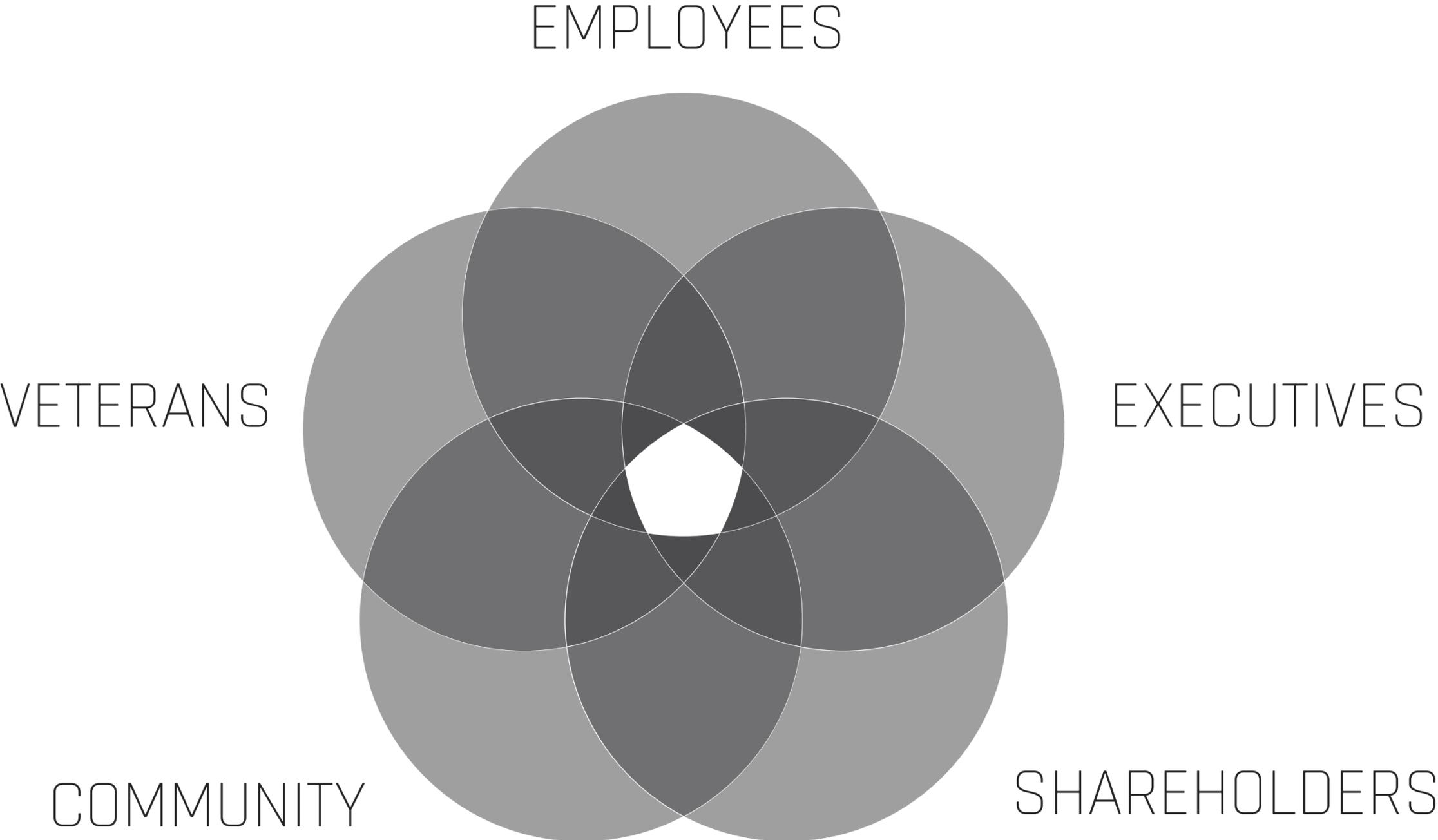


# STAKEHOLDER VALUE MAP

Veteran Cultural Competence training can have deep and broad impact to a wide variety of business stakeholders



## EMPLOYEES

Civilians often love working with military veterans especially when they understand their unique cultural perspectives, mindsets, and abilities. Having a vet on your team can very quickly impact: risk tolerance, team cohesiveness, orientation towards overall mission, honesty, accountability, ethical considerations, and leadership.

## EXECUTIVES

Strategic implications abound once your leadership team realizes that Veterans are programmed to seek worthy challenges, lead with conviction - courage - integrity, take ownership of the success of their teammates, and are not bound by the same cognitive and social biases that often limit the performance of conventional teams. In an age when business must rebuild consumer trust and build internal cultures based on the mission and values of the organization, military veterans represent a wealth of largely untapped potential and opportunity.

## SHAREHOLDERS

Consumers and Employees are demanding that business do more to address issues for greater society. "Lack of Trust in Business" is the fastest growing concern for CEOs since 2013 in PwC's annual CEO survey. And CEB confirms that Disrust is a leading cause of poor employee performance. Embracing the values and character of our nations' veterans, not merely giving them a job is a simple investment in: Strategy, Organizational Development, CSR, Diversity & Inclusion, Talent Development, and Innovation.

## COMMUNITY

Everyone in your organization will go home to a family, a neighborhood, a community, a society that is at a loss regarding the impact of war on those who serve for us. Providing this training to your staff will impact greater society by giving them tools for connecting authentically with Veterans, dispelling harmful misconceptions, and recognizing the wealth of experience and wisdom that can be applied to solving problems in the community.

## VETERANS

The impact of underestimating the value of Veterans is akin to under-pricing your product by half. You have a 12 cylinder engine running on 6 cylinders. How can your organization benefit from the diverse skills, mindsets, and values of Veterans if you are not aware of them? Veterans are not in need of help. Veterans need to help. Every taxpayer paid for the training that allows our military to accomplish incredible feats for the benefit of all. Why not capture a return on that investment?