

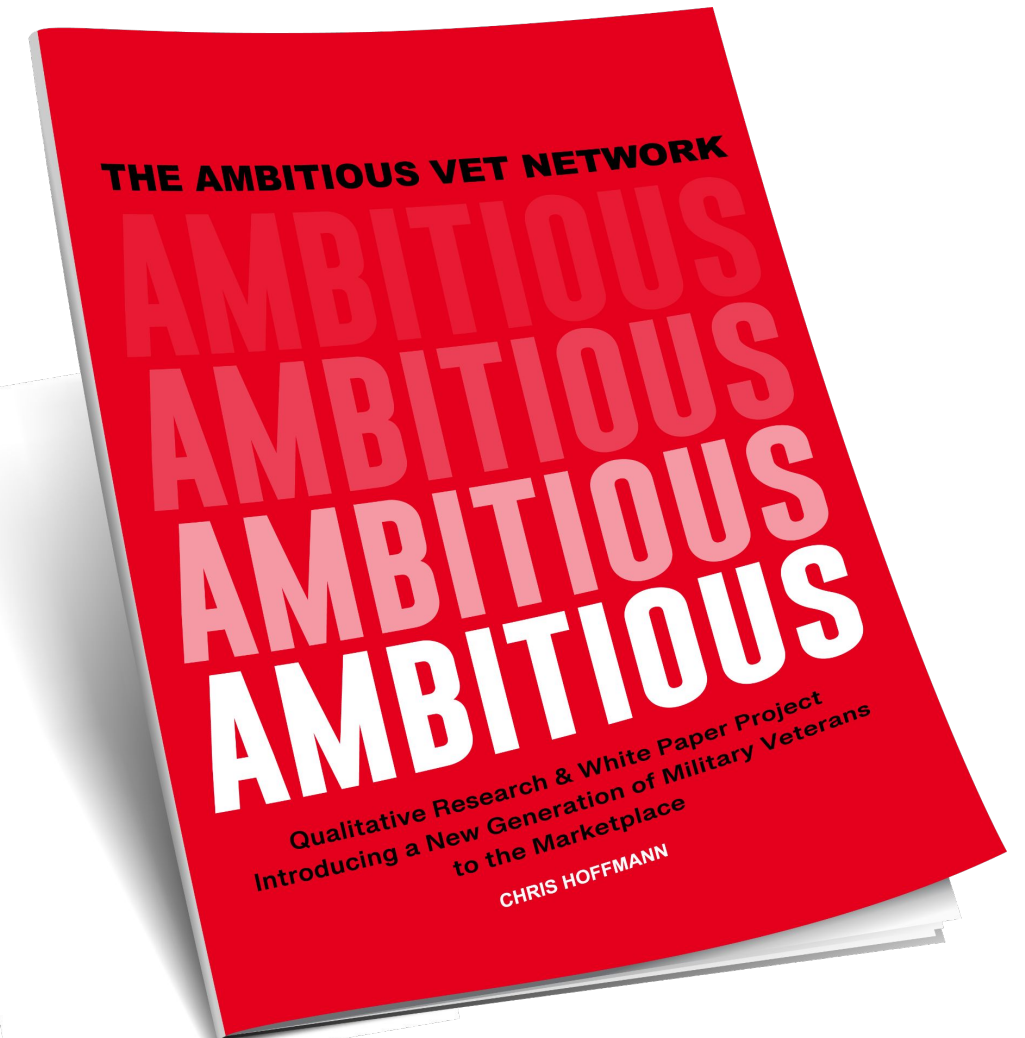


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# **Introducing a New Generation of Military Veterans to the Marketplace: A Qualitative Study Revealing the Key Pain Points Veterans are Facing in the Workplace and How to Combat Them.**



Presented by:  
Chris Hoffmann, Founder & CEO,  
Ambitious VET Network





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# Background

According to the Center for a New American Security, 65% of post-9/11 veterans are leaving their first post-military job within 24 months of starting.

## **BILLION DOLLAR QUESTION:**

*Does established transition education such as resume writing, interview preparation, and job fairs provide an adequate foundation for identifying the sense of purpose, emotional intelligence, and self-actualization that this 65% of veterans desire most in their career path and life?*



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# Background Cont.

**Our hypothesis: there is a veteran population that is competent in the basics of finding career stability but is still lacking something in experiencing personal achievement or satisfaction.**





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# Objectives

1. Understand why the market fails the new generation of military member transitioning today from the government , private, and regional veteran advocate level.
2. Collect, Analyze, and Illustrate ***“undelivered needs and wants”*** raw data from a non bias way from post 9/11 veterans who have been separated from the military for at least 24 months.
3. Using a data analytics software Parmenides Eidos, to further interpret the data in a non bias way to map out four key life scenarios which include risk factors that could predict high risk suicide, organization fit, and emotional intelligence ability.
4. Educate and provide concrete recommendations to support modern post 9/11 veteran programming to move them up *“The Ambitious VET Hierarchy of Needs”*.



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# Methods: Outreach

## **Outreach to achieve 300 participants in focus group**

- Used current database of veterans that we reach through podcasting, social channels and email.
- Used Reddit and other specialist veteran groups.
- Sphere of influence.
- Incentivized participation by offering FREE copy of our Ebook and raffle entry to win a \$100 Amazon gift cards.



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# Methods: Data Collection Tools

**Overview: The data collection process was executed in two ways (1) video conference interviews and (2) online survey answering open ended questions like:**

What do you lie awake at night thinking about?

What are you looking for, seeking, hoping for?

What are your obstacles?

Being a veteran 2+ years after military service, what is your want, need, or desire from your own experience?



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# Methods: Screening, Tracking, and Minimizing Risk for Bias or Skewed Data

Participant response tracking was done via Excel Spreadsheet: we measured response completion, participant information, and response trends.

- We had proactive systems in place to vet every survey or live interview response, to make sure every veteran meets the criteria we are looking. (*Post 9/11 veteran who served in either OIF or OEF and has been separated for at least 24 months from military service*)
- To reduce the risk of bias data we share leveraged a software tool to interpret the raw data collected.
- The Customer Profile was broken down by generation, gender, educational level, marital status, children, income level, nationality, occupation.



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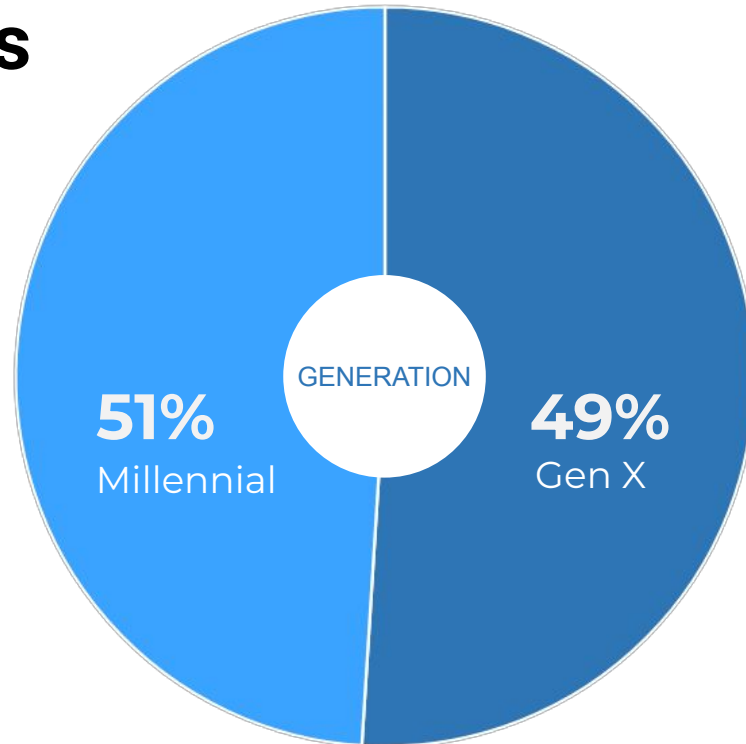
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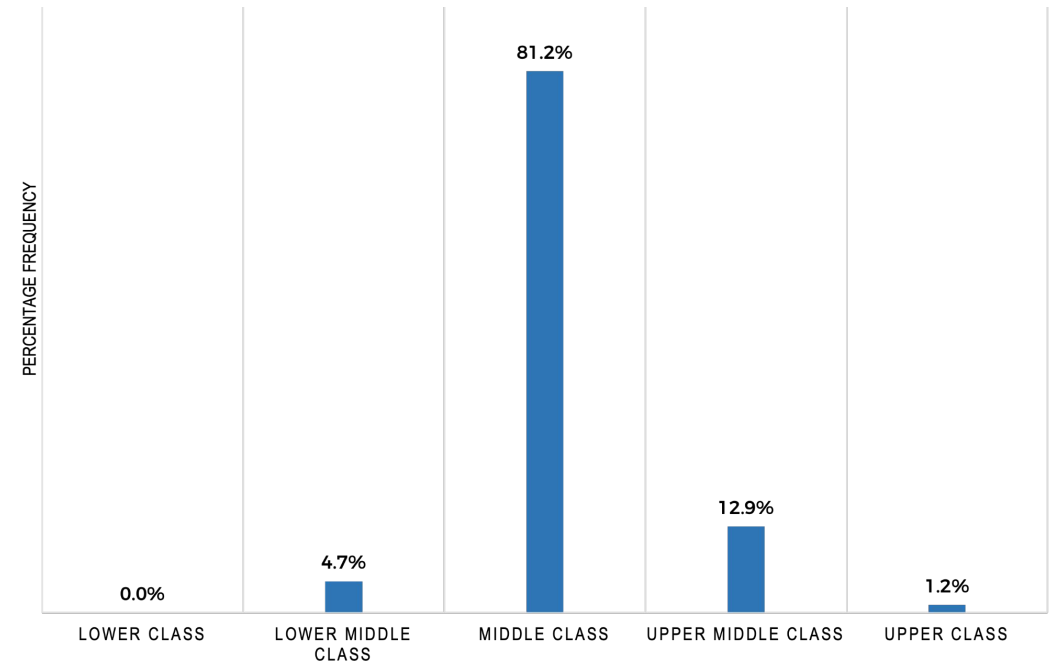
**87%**  
Male

**13%**  
Female

# Results: Demographics



### INCOME



\* Upper Class was used for single data point that identified as "High Income"

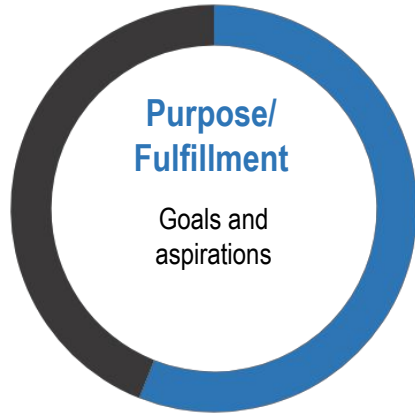




# Results: Pain Points Analysis



76%



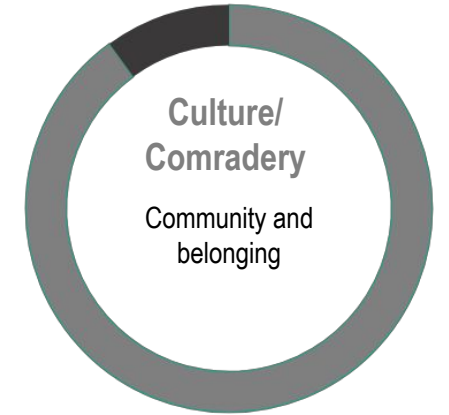
56%



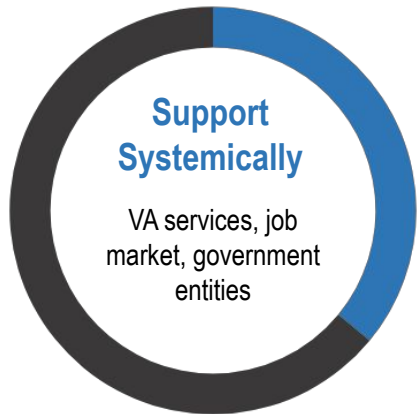
47%



42%



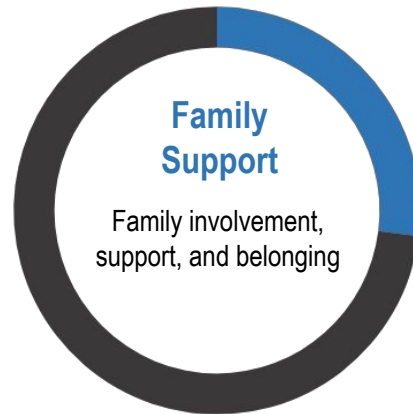
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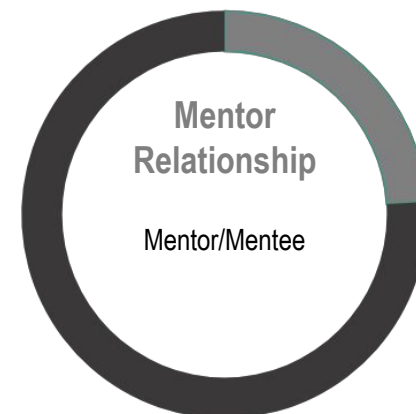
36%



29%



27%



24%



20%

# Results: Veteran Profile Scenario One

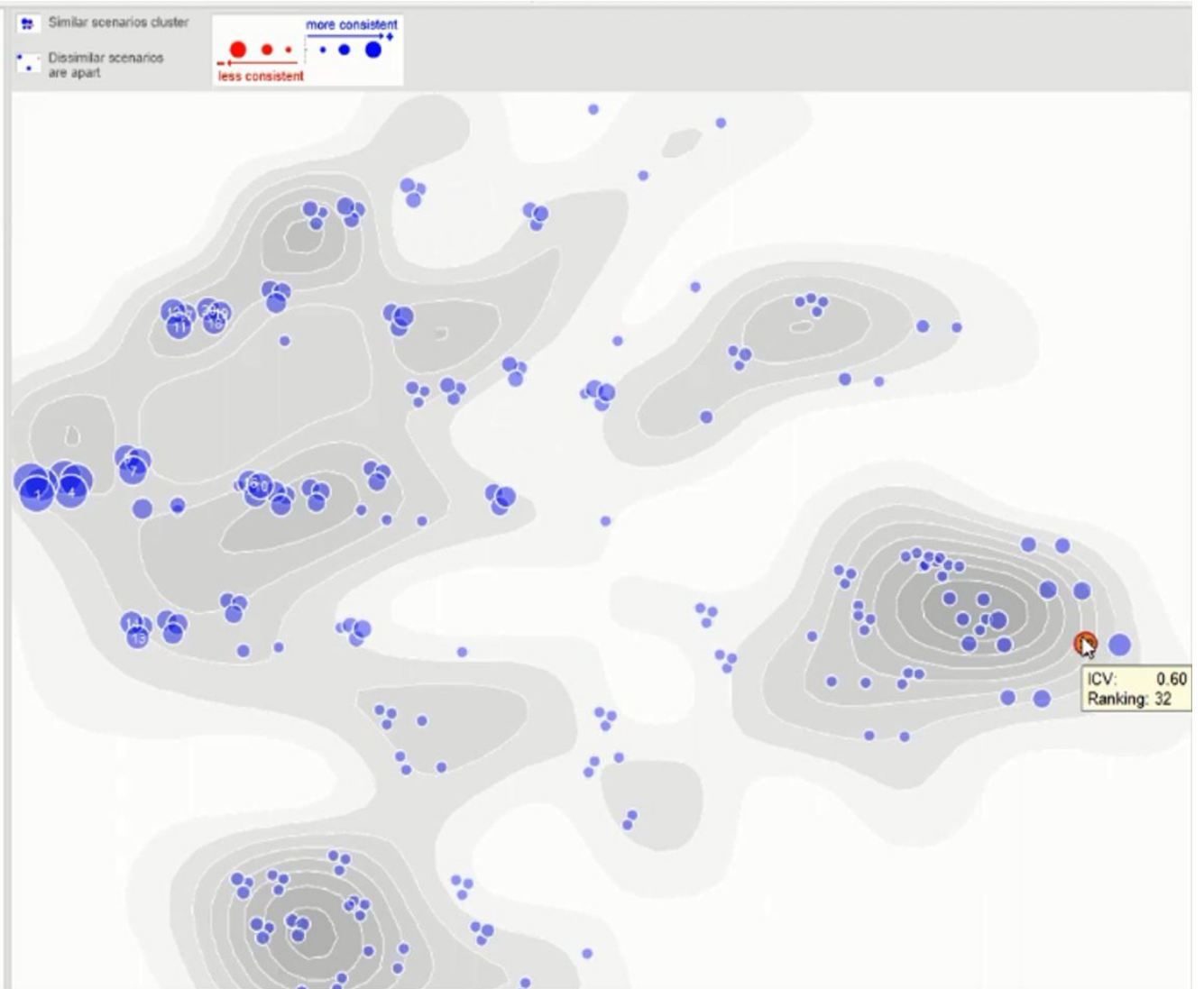


# Results: Veteran Profile Scenario Two



## Scenario Space

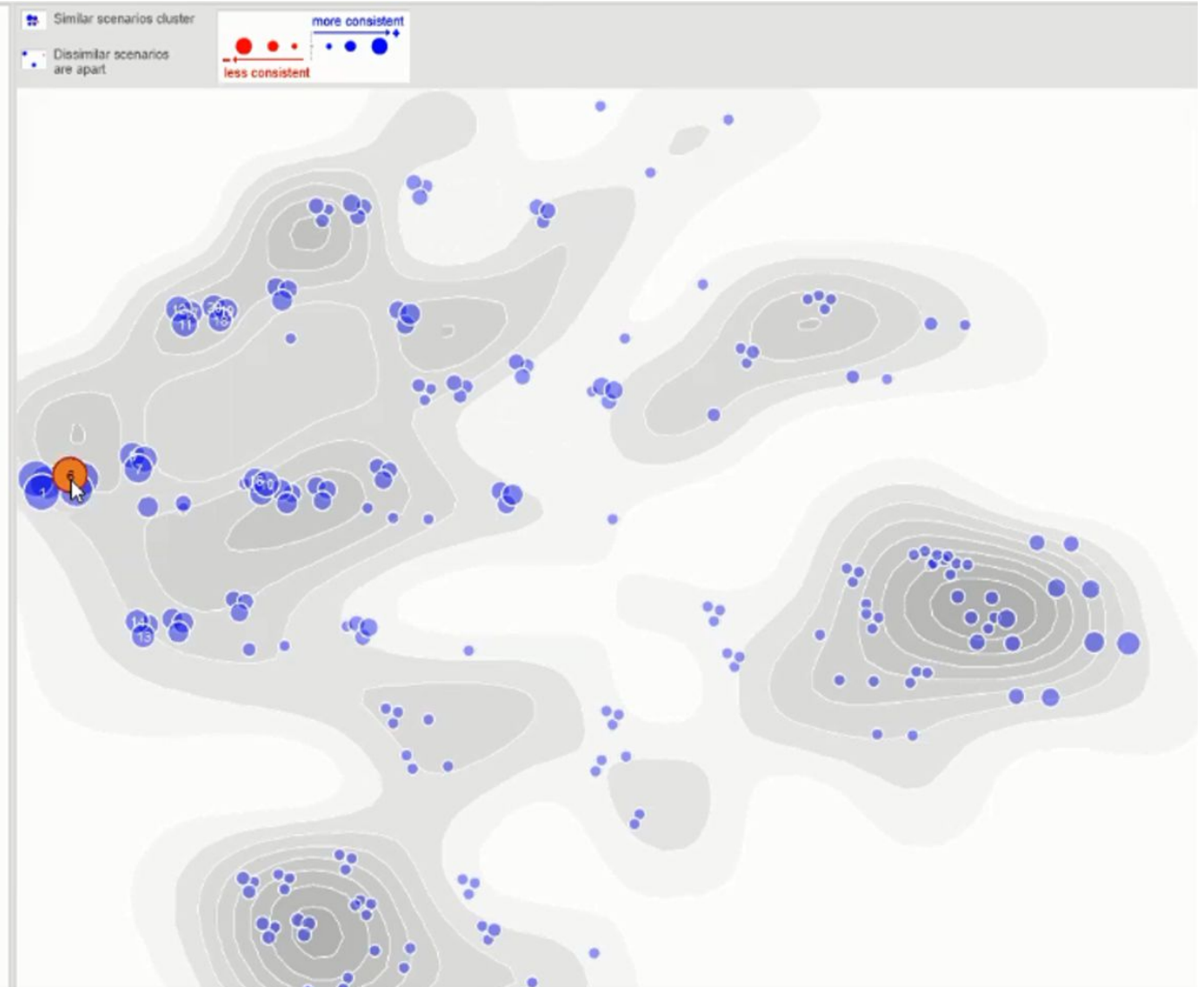
Emotional Intelligence	Career Readiness	Workplace Availability	Maslow Need	Belonging	Military Experience
Great: Self & Others	Skills but no demand for	Bad Environ in Wkplace	Altruism - Helping	Fully Integrated /	Fulfilling, Proud, Great
Good: Self & Trouble	Low skills-job fit	Low Person-Org fit	Legacy - Self Respect	Family support	Generally good, with
OK: ManageSelf,	Have good skill-job fit	Good Person-Org	Social Value - Others	Team support	Indifferent
Poor: Unstead	Entrepreneur	Great Environ Wkplace	Monetary needs	System but no Personal	Few bright spots, but
None: Can't Understand				Isolated	Traumatic, Toxic



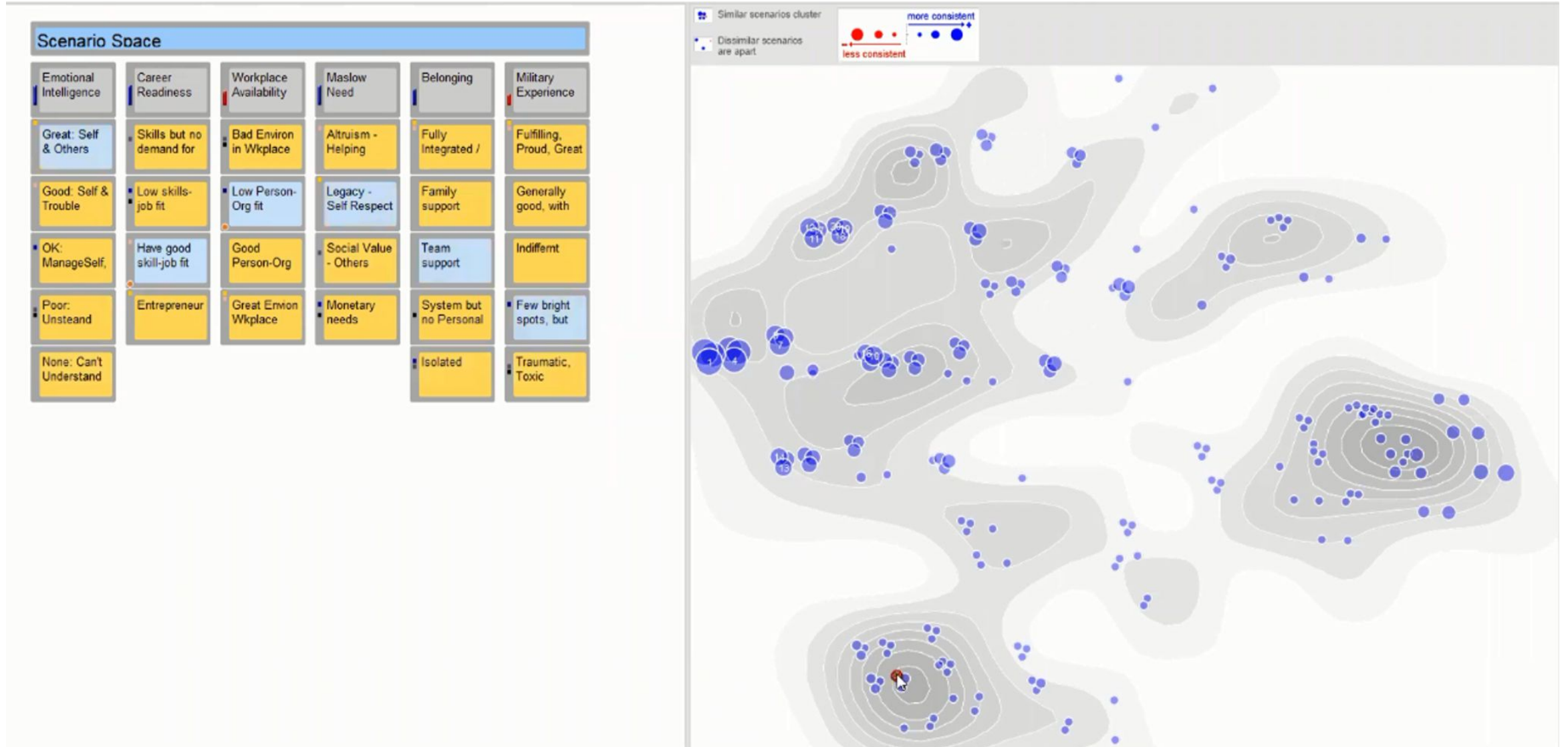
# Results: Veteran Profile Scenario Three



Scenario Space					
Emotional Intelligence	Career Readiness	Workplace Availability	Maslow Need	Belonging	Military Experience
Great: Self & Others	Skills but no demand for	Bad Environ in Wkplace	Altruism - Helping	Fully Integrated /	Fulfilling, Proud, Great
Good: Self & Trouble	Low skills-job fit	Low Person-Org fit	Legacy - Self Respect	Family support	Generally good, with
OK: ManageSelf,	Have good skill-job fit	Good Person-Org	Social Value - Others	Team support	Indifferent
Poor: Unstead	Entrepreneur	Great Environ Wkplace	Monetary needs	System but no Personal	Few bright spots, but
None: Can't Understand				Isolated	Traumatic, Toxic



# Results: Veteran Profile Scenario Four





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# Conclusion: What We Learned

- Emotional intelligence is threaded throughout all of these four scenarios.
- Post 9/11 veterans desire to know how to build social support systems.
- Post 9/11 veterans desire more than just stability and basic needs to be met.
- This newer generation is more growth minded than any warfighter generation before them.

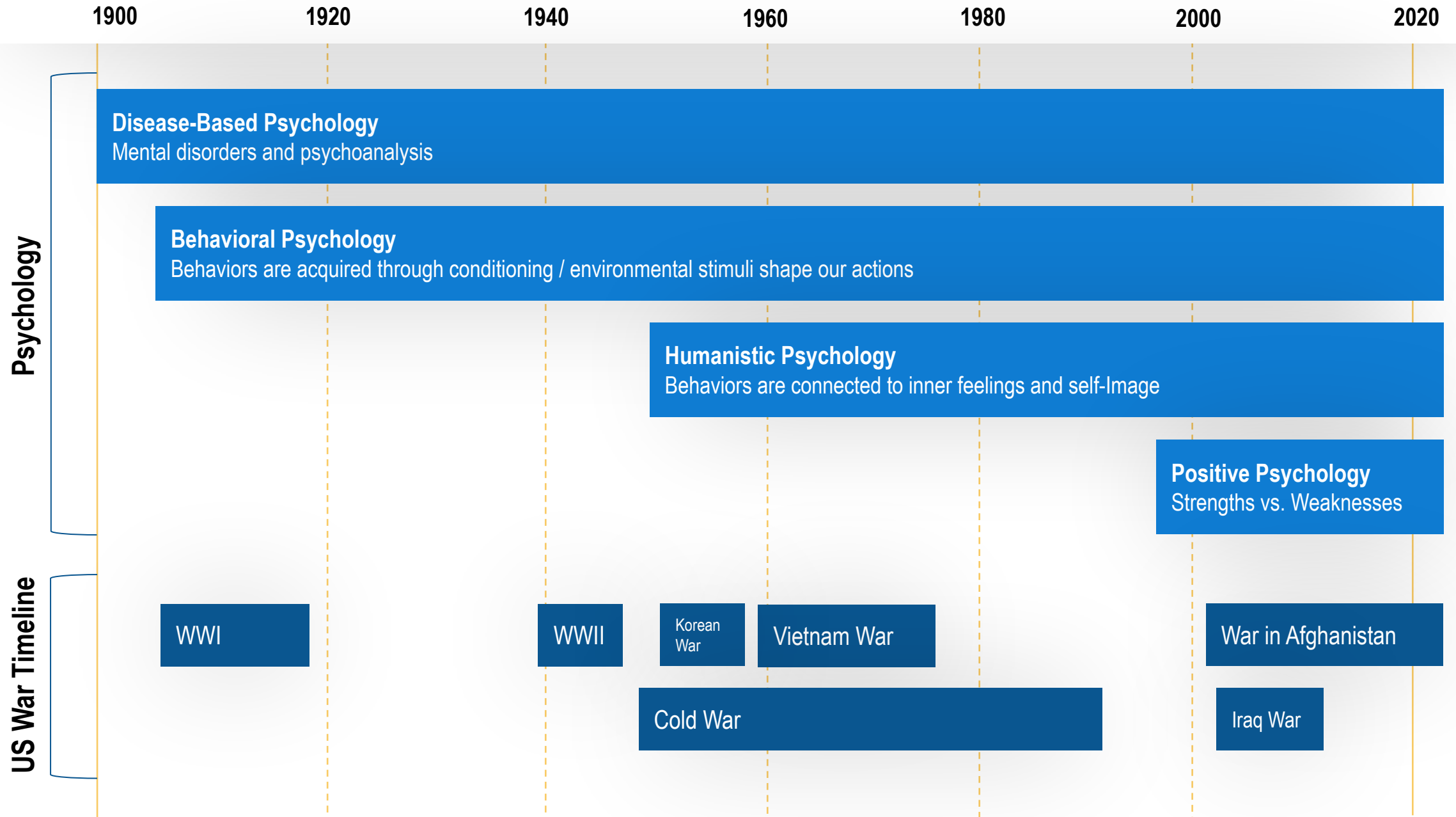


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# **Recommendations: Modern Psychology Education for the Modern Transitioning Warfighter**

# Evolution of Psychology and US War Timeline



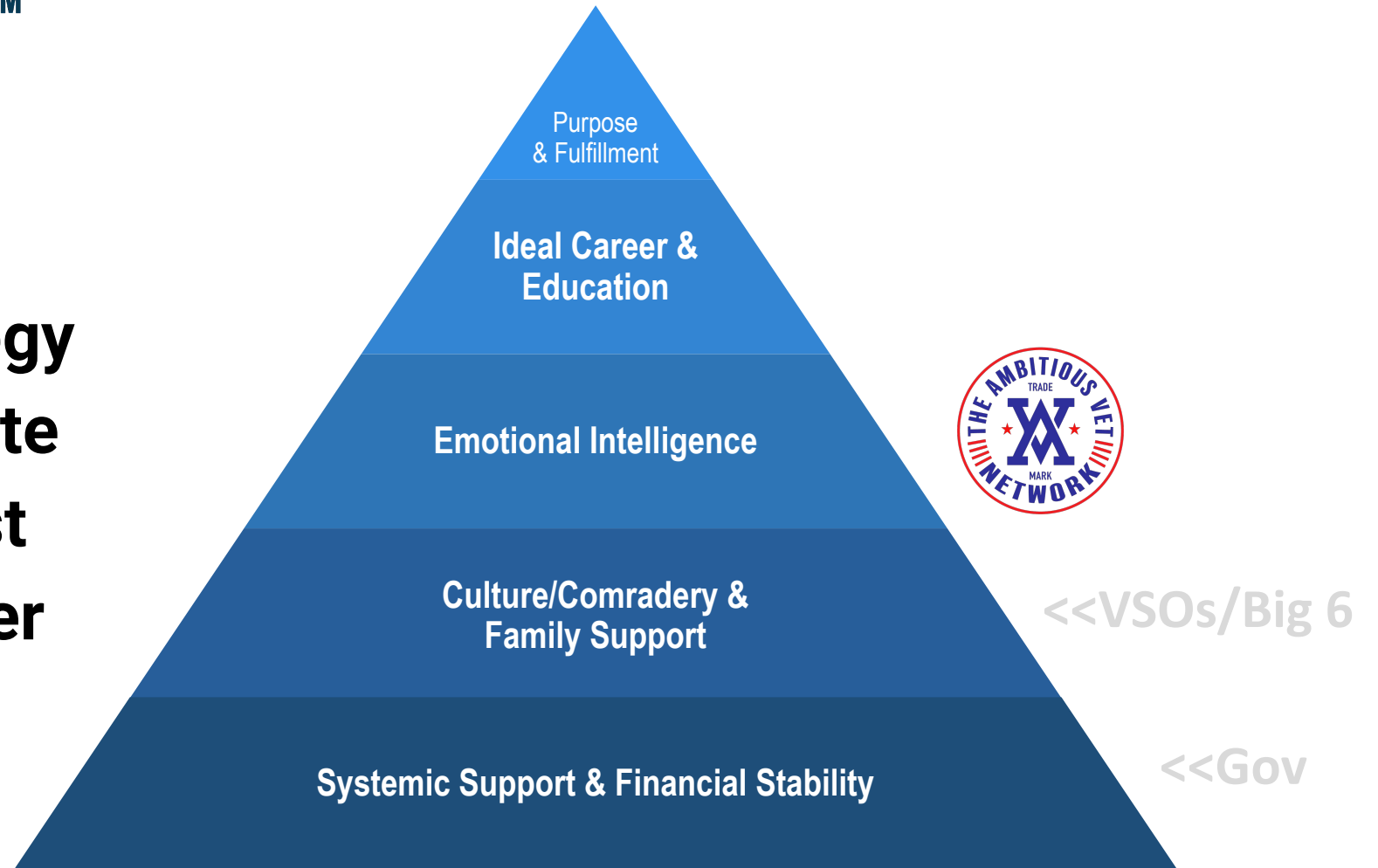




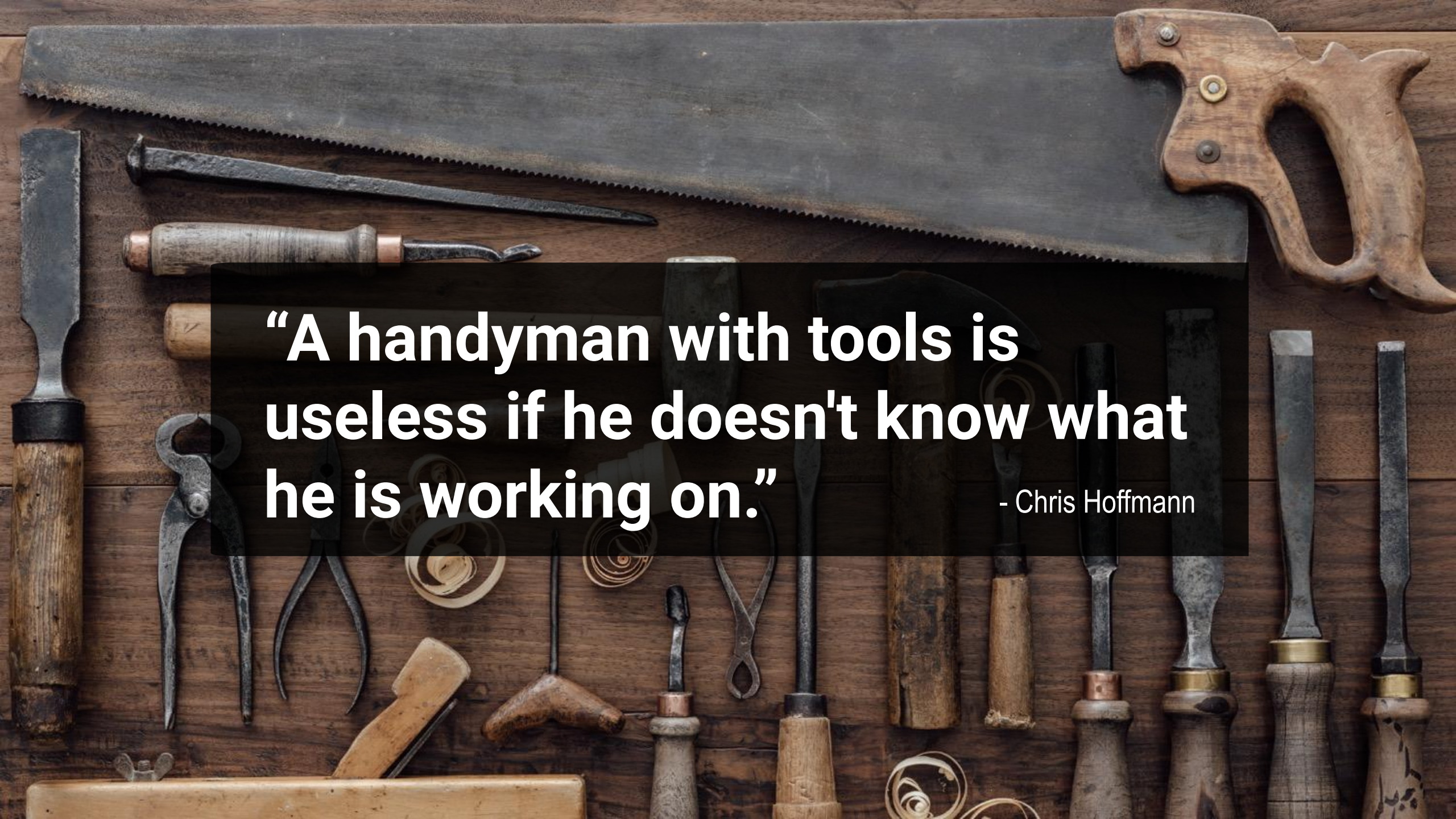
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## The Ambitious VET Hierarchy of Needs



**Recommendations: A  
New Positive Psychology  
Model of how to educate  
and develop the newest  
generation of warfighter  
post military.**

A collection of various hand tools including a hand saw, chisels, pliers, and a mallet, arranged on a wooden surface. The tools are laid out on a dark wooden workbench. At the top is a large hand saw with a wooden handle. Below it are several chisels with different handle shapes and sizes. To the left, there are pliers and a mallet. The tools are arranged in a somewhat organized manner, showing a variety of types and sizes. The background is a dark, textured wooden surface.

**“A handyman with tools is  
useless if he doesn't know what  
he is working on.”**

- Chris Hoffmann



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# Thank you! Questions?

**Contact Info**

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