



MILITARY FRIENDLY® INSIGHTS:

THE BUSINESS CASE: BUILDING A
STRONGER WORKFORCE BY HIRING
VETERANS AND MILITARY SPOUSES



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BUILDING A STRONGER WORKFORCE

When it comes to hiring veterans and military spouses, you're not just doing the right thing—you're making a smart business decision. These folks bring a unique set of skills that can give any company a competitive edge. Veterans and military spouses are used to handling tough situations, making quick decisions, and working in fast-paced, high-pressure environments. Creating a program to specifically hire and support them isn't just about filling roles; it's about building a stronger, more adaptable workforce.

Veterans are natural leaders. They've been trained to manage teams, make decisions under pressure, and solve problems on the fly. These are exactly the qualities that most businesses need to thrive, especially when it comes to leadership roles.

The U.S. Department of Veterans Affairs points out that veterans' "discipline, leadership, and problem-solving abilities make them exceptional candidates for civilian roles" (VA, 2020). Veterans know how to get the job done, and creating a dedicated program ensures you're tapping into this talent.

Military spouses also bring valuable skills to the table. They're used to juggling multiple responsibilities and adapting to constant changes, whether it's a new duty station or managing the household while their spouse is deployed. These abilities make them great at handling the fast pace of modern business. Plus, building a program that includes military spouses shows a company's commitment to the entire military community, not just veterans.

THE BUSINESS CASE

Another big advantage of these programs is loyalty. Veterans and military spouses tend to stick around when they find a company that values them. Veterans come from a culture of loyalty and teamwork, and military spouses, when given flexibility and stability, are incredibly committed. Building a program that supports both veterans and their families shows that your company is in it for the long haul. It helps boost retention and reduces the costs of turnover.

A Military, Veteran, and Military Spouse Program is also a great way to boost your company's brand. Companies that make a point of hiring and supporting the military community are seen as military-friendly, which can help attract not only top talent but also loyal customers. In fact, a 2020 survey by Hiring Our Heroes found that "81% of veterans and military spouses are more likely to buy products or services from a company that is known to support the military community" (Hiring Our Heroes, 2020). This can be a huge win for your brand image and customer loyalty.

And let's not forget the financial incentives. There are tax credits and other government programs available for companies that hire veterans, particularly those with service-related disabilities. So not only are you getting access to top-tier talent, but you're also saving money in the process. It's a smart business move all around.

THE PROOF

The numbers back it up. A report from the Institute for Veterans and Military Families (IVMF) found that **companies with military hiring programs saw 20% higher retention rates among veterans compared to those without such programs. Veterans who feel valued and supported tend to stick around longer, which means lower turnover and higher productivity (IVMF, 2019).**

Leadership is another area where veterans shine. According to a recent report “Completing the Mission” by the SHRM Foundation, **most HR professionals said that veterans outperform civilian employees in key areas such as work ethic (68%), teamwork (61%), and leadership (58%).**

Military spouses also bring major benefits to the workforce. The U.S. Chamber of Commerce Foundation found that **companies with military spouse hiring programs experience 15% higher employee satisfaction rates across the board.** When companies show they care about supporting military families, it boosts morale and engagement throughout the entire workforce (Hiring Our Heroes, 2020).



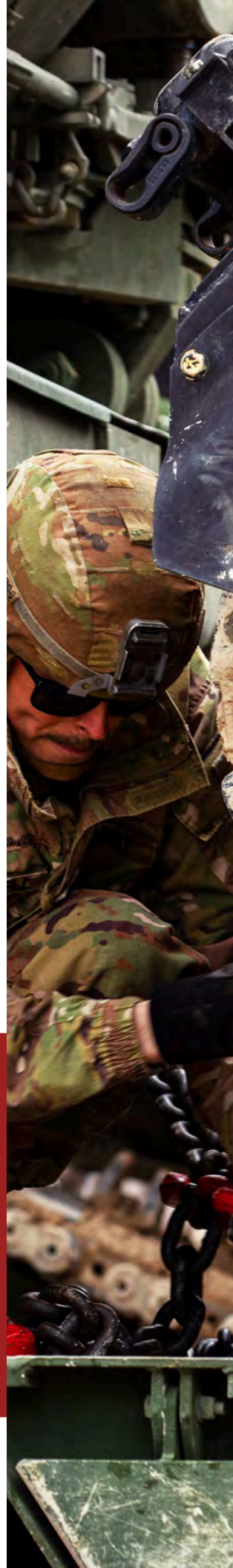
68% of HR Professionals believe Veterans outperform civilian employees in Work Ethic



61% of HR Professionals believe Veterans outperform civilian employees in Team Work



58% of HR Professionals believe Veterans outperform civilian employees in Leadership



GAINING LEADERSHIP BUY-IN

To get leadership on board with a Military, Veteran, and Military Spouse Program, it's key to show that it makes good business sense. This isn't just about doing the right thing; it's about proving that this initiative can really pay off.

First off, when veterans and military spouses feel valued, they're more likely to stick around. This loyalty means lower turnover, which saves money on hiring and training. In fact, replacing an employee can cost a company six to nine months of their salary, so boosting retention can lead to significant savings.

Plus, a solid program can enhance productivity and morale, leading to better overall performance. Companies known for supporting the military community also tend to attract loyal customers, which can boost sales and strengthen brand reputation.

Try Starting with these Questions when building your case:

01

What are the challenges in your recruiting pipeline? What kind of impact does this have on the company's performance?

02

What departments are impacted by this challenge and why?

03

What kind of operational strain or additional cost does your challenge create?

04

What solution does your program offer to this challenge? Who does it benefit?

A STRATEGIC INVESTMENT

Creating a Military, Veteran, and Military Spouse Program is more than just a goodwill effort—it's a smart business strategy. Veterans and military spouses bring a wealth of experience, adaptability, and leadership skills that can benefit any company. A dedicated program not only helps you attract and retain top talent but also boosts your company's reputation and brand loyalty. As businesses look for ways to stand out in a crowded market, investing in a Military, Veteran, and Military Spouse Program is a proven way to build a stronger, more diverse, and more committed workforce.

®

95%

of the Top Military Friendly® Employers

have a military-specific landing page on their website addressing opportunities for veterans, service members, or military spouses.

96%

of the Top Military Friendly® Employers

accept technical certification credit for military experience in any fields.

98%

of the Top Military Friendly® Employers

leverage professional gatherings and military networking events to promote career advancement and source military talent.

99%

of the Top Military Friendly® Employers

encourage veterans and service members to self-identify through additional means that go beyond a survey or a self-ID.



For the company, it's a smart business move that improves recruitment, performance, and engagement. Supporting veterans isn't just the right thing to do—it's a smart move for any business looking to build a strong, dedicated workforce.

Sources:

- 2025 Military Friendly Employer Survey
- U.S. Department of Veterans Affairs. "Veterans' Employment and Training Service." VA, 2020.
- Hiring Our Heroes. "Veteran Hiring and Consumer Preferences Report." U.S. Chamber of Commerce Foundation, 2020.
- Institute for Veterans and Military Families (IVMF). "The Business Case for Hiring Veterans." Syracuse University, 2019.
- SHRM. "Completing the Mission", 2024
<https://www.shrm.org/about/press-room/shrm-research-underscores-veterans--value-in-the-workforce--high>
- Hiring Our Heroes. "Military Spouse Employment Report." U.S. Chamber of Commerce Foundation, 2020.

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