

## **Make Every Day Hire a Veteran Day**

*A winning proposition for your company and your community*

### **Bob Funk, CEO of Express Employment Professionals**

Remembrance Day is Nov. 11. As always, it's an important day to pause and consider the sacrifice and honour of those who have served this great country. But it is also an opportunity to consider what military service means to our society today and the future.

Express Employment Professionals associates from across North America know first-hand that former military personnel are often some of the most sought-after potential employees. According to Express franchisees who help connect job seekers with work, it's hard to beat the work ethic of those who have served in the military.

A recent "Survey on Transition to Civilian Life" by Statistics Canada shows the majority (89%) of Canadian veterans worked after their military release. And the overall unemployment rate for veterans (8%) tends to be in line with the general population.

So, what is it that makes former military workers stand out? According to our Express Employment experts on the ground, the traits learned in the military are what business owners say they value most in a candidate.

First and foremost, the military teaches work ethic, discipline, and organization.

These are traits that are in high demand. According to a recent Express survey of 573 businesses, attitude and work ethic/integrity ranked as the most important traits in a job applicant.

At Express, we recognize the unique and valuable perspective a veteran brings to the workplace.

Due to the nature of the modern military, veterans often have had vast and diverse experiences—here and abroad. They have seen different challenges in diverse cultures in countries around the world. This prepares them for unexpected circumstances. It teaches them flexibility and to embrace new situations and obstacles.

While veterans may certainly face any number of challenges upon reentering public life, I strongly believe that it's a myth that veterans bring more challenges than other employees. In fact, we know first-hand that the veteran workforce does not face more challenges than the average employee.

At the same time, I urge employers to educate themselves on how positions in the military translate into positions in the civilian workforce.

As we prepare to honour our veterans this Remembrance Day, let's keep in mind that one of the best ways to pay tribute to their service is to help them find rewarding work in their communities. Let's make every day, "Hire a Veteran Day."

Bringing veterans into your workforce is a winning proposition for your company and your community. We witness that firsthand every day at Express. You may still have to navigate unexpected or unfamiliar challenges, but our experience shows that it's well worth it.

*Express Employment Professionals puts people to work. Its long-term goal is to put a million people to work annually. Express has 37 employment offices across Canada.*