

AFTER EXPLORING A CHALLENGE FACTORY HIRING RESOURCE, EMPLOYERS SEE VETERANS AS:



More intellectual and lifelong learners

Is this a positive shift in perception?

YES

Does it signal a potential break down in bias?

This signals a break down in the myth that Veterans are less educated than civilians and only qualified for entry-level jobs.

YES

Did the shift persist after 3 months?

YES

Did the shift persist after 6 months?

It dipped, but remained higher than before they explored a resource.

PARTIALLY



More collaborative and less competitive

Is this a positive shift in perception?

YES

Does it signal a potential break down in bias?

This signals a break down in the myth that military service leads to a 'command and control' work style, with Veterans always placing priority on giving orders.

YES

Did the shift persist after 3 months?

More collaborative:

YES

Did the shift persist after 6 months?

More collaborative:

YES

Less competitive:

NO

(perception of competitiveness increased)

Less competitive:

YES

(perception of competitiveness decreased again)



More innovative and less structured (rigid)

Is this a positive shift in perception?

This was the most statistically significant change experienced by employers.

YES

Does it signal a potential break down in bias?

This signals a break down in the myths that Veterans can't fit into a wide range of business roles and aren't able to adapt to civilian work.

YES

Did the shift persist after 3 months?

More innovative:

YES

Did the shift persist after 6 months?

More innovative:

PARTIALLY

Less structured (rigid):

PARTIALLY

Less structured (rigid):

YES



More harmonious

Is this a positive shift in perception?

This shift means employers come to think of Veterans as more open-minded and driven by the experiences they (want to) have, rather than only focusing on completing a task.

YES

Does it signal a potential break down in bias?

This signals a break down in the myth that Veterans are only interested in entry-level jobs that are task-focused.

YES

Did the shift persist after 3 months?

YES

Did the shift persist after 6 months?

It dipped, but remained higher than before they explored a resource.

PARTIALLY