


U.S. Army

11 Reasons to Hire Veterans for Pretty Much Anything

 **K.S. Anthony** | Published Mar 11, 2021 | [+ Follow](#)

1. Vets are resilient: between basic training, AIT, specialized schools, qualification courses, military bureaucracy, and war, veterans possess a resilience foreign to most civilians.
2. Vets are humble: as volunteers, veterans know the meaning of selfless service, are quick to brush off individual accolades, and understand that they are parts of something much larger.
3. Vets know when to lead and when to follow: vets will gladly hand the reins to whoever is most qualified or take them when others are unwilling.
4. NO SHIT, THERE I WAS... Vets are natural storytellers: the oldest stories are creation stories... which are invariably war stories. As heirs to this ancient tradition, vets know what make a great story. As such, they are invaluable in marketing, writing, and branding, and in creating compelling narrative frameworks.
5. Vets operate and create the best teams. In volunteering for mission-focused organizations united by an adherence to an ethos or creed and placing their own egos dead last, vets organically understand teamwork.
6. Vets are *highly* trainable because they've been taught *how to learn*. Skill sets – including those found in business – are acquirable without the need for conventional “higher” education.
7. Vets are adaptable communicators. There's little difference between learning to build rapport with tribal elders of a different culture in a foreign country and doing the same in a small or large company in any sector or industry.
8. Veterans bring a unique perspective: veterans can locate problems, communication breakdowns, and friction points in processes that otherwise go undetected because they've learned to spot those things as potentially lethal to their missions.
9. Vets are creative problem-solvers: they're used to thinking “outside the box” in conditions of scarcity and stress to create solutions to seemingly insurmountable obstacles.
10. Veterans are mission-focused: not only will they will finish whatever job you hand them, they will under-promise and over-deliver to do it better, faster, or more efficiently than you expected.
11. Veterans are excellent teachers. This is particularly true among Special Operations veterans: they understand that hyperproficiency – unconscious competence – is a function of mastering the basics, understanding and observing the minute, nearly imperceivable details that go into any action, and being able to communicate those details.

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