



Stand Beside Them, Inc.

# Corporate Veteran Coaching Program

## Overview of Stand Beside Them (SBT)

Stand Beside Them is a national 501(c)3 non-profit veteran service organization providing pro-bono coaching from highly-qualified professional certified coaches to post-9/11 veterans, transitioning service members, military spouses and caregivers across the United States. In addition to pro-bono coaching, SBT offers a variety of corporate coaching programs, workshops, seminars, special recruitment events for military veterans, and training workshops for Human Resources personnel or corporate managers seeking programs around hiring and retaining veterans. For more information, please visit us at [www.StandBesideThem.org](http://www.StandBesideThem.org).

## Overview of SBT's Corporate Veteran Coaching Program

The Corporate Veteran Coaching Program was designed to help engage and retain veteran talent within SBT's corporate partners across the United States. Retention of veterans remains an ongoing challenge within many organizations that have active veteran and military talent programs and we help companies decrease their turnover through custom coaching offerings for corporate veteran employees.

**Benefits to Corporate Partners:** Through the Corporate Veteran Coaching Program, we help coachees uncover their career passions, personal values, personal mission statements, and career goals so that they have a clearer sense of self and how their values and personal missions align with the values and mission of your company. We also focus on additional coaching topics that each client chooses for their unique culture and needs (please see page 4 for a list of suggested coaching topics).

While companies work hard to hire veterans, they often fail to onboard their veteran employees properly. By sponsoring a cohort of newly-hired veterans, your company is showing that it is not only committing to the personal and professional development of each individual participant, but it is committing to each veteran's engagement and success. Hiring veterans is a wonderful effort and companies can gain greater loyalty, pride, and engagement when they invest in a veteran's budding career.

We specifically designed our program with camaraderie in mind. Each of our cohorts is designed around squads of which service members are used to being a part. In the military, a squad is a small unit of service members who are organized around a common objective, and the average squad size is around 8 individuals. The 8-person squad structure allows for each coachee to get to know one another and to build rapport and camaraderie with his or her fellow cohort members. This helps to achieve a greater sense of trust and peer support throughout the coaching life-cycle and beyond.

**Benefits to Veterans:** Ongoing personal and professional development is often one of the biggest drivers of long-term career success. Partaking in a coaching program allows the veteran coachee the ability to learn about him or herself in a new way. Coachees will understand their values, personal motivators, their professional strengths, and the areas they need to develop or improve. Further, participation in this squad-structured coaching engagement allows for the development of camaraderie amongst all cohort members, building trust and rapport with a larger group of people across your enterprise more quickly than would happen if a program like this was not available.

**Suggested audience:** Recently separated, newly-hired veterans who are in their first corporate job or professional career position out of the military (most participants have been in their first corporate role for less than 1 year). There are no suggested ranks, grades, or Military Occupational Specialties (MOS) of potential coachees. Cohorts can be made up of veterans from similar ranks/grades/MOSs or they can be mixed to increase diversity. SBT suggests a minimum group size of 6-8 individuals but smaller cohorts can be accommodated if necessary.

**Timing:** Suggested program length is 12 sessions and the timing of these 12 sessions can be tailored to meet your company's needs. The cohort typically meets once as a group at the beginning of the program, once in the middle of the program, and once at the end of the program. Interspersed between the three group sessions are one-on-one individual coaching sessions.

**Location:** Group coaching may happen in person or electronically via video conference, depending on the location of the participants. One-on-one individual coaching typically occurs by phone, Skype, Facetime, or video conference. However, in-person coaching is also available.

## Did You Know? Retention Facts and Solutions

A Society for Human Resources Management (SHRM) study recently concluded that unexpected turnover costs a company between 6-9 months of an employee's salary. If a company loses an employee with a \$100,000 salary, the company stands to spend approximately \$50,000 to replace that employee through recruiting and training fees.

According to a study conducted by VetAdvisor and the Institute for Veterans and Military Families at Syracuse University (IVMF) in 2015, **nearly half of the 1200 veterans surveyed left their first post-military job within 12 months and 65% left within 24 months.**

As reported in the study, veterans consistently ranked the following aspects as important to their job satisfaction and job retention:

- Increased opportunities for career development, advancement, and professional development.
- Meaningfulness of their job to themselves, to the employer, and to those served by the organization.
- Relationships with managers / supervisors.
- Work environment / culture.

The SBT Corporate Veteran Coaching Program addresses each of these 4 core aspects to maximize job satisfaction and decrease the risk – and cost – of turnover.

## Coaching Topics

The below topics are provided to help clients customize their Corporate Veteran Coaching Programs to meet the needs of their veteran participants. Coaching topics are not limited to the list below and SBT can help create a fully customized program if requested.

	<b>Redefining Self</b> – how to redefine one’s self from service member to corporate civilian.
	<b>Motivation, Meaning, and Purpose</b> – how to identify personal motivation, meaning, and purpose within a corporate environment.
	<b>Managing Across the Corporate Matrix</b> – how to navigate complex reporting environments within one’s corporate role.
	<b>Conducting Difficult Conversations</b> – how to effectively communicate during times of challenge, difficulty, or bureaucracy.
	<b>The Feedback Loop</b> – how to provide and receive effective feedback to drive seamless communication, maximum understanding, and positive outcomes.
	<b>Managing Time Effectively Against Priorities</b> – how to manage time while maintaining appropriate focus on top priorities.
	<b>Work/Life Integration</b> – how to integrate the demands of a corporate role with a new civilian life after the military.
	<b>Managing Diverse Corporate Teams</b> – how to effectively manage multiple individuals with unique backgrounds and work priorities.
	<b>Learning the “Corporate Language”</b> – how to understand the lingo and lexicon of a new corporate environment.
	<b>Corporate Culture Acclimation and Adaptation</b> – how to best acclimate and adapt to an environment that varies from the military culture.
	<b>Understanding Employee Engagement</b> – how to balance one’s engagement with the demands of one’s role at work.
	<b>Delegating Effectively as a Corporate Leader</b> – how to delegate effectively to maximize employee motivation and professional growth.
	<b>Emotional Intelligence</b> – how to use Emotional Intelligence to make decisions, build relationships, and cope with change.
	<b>Becoming a Military Talent Champion</b> – how to drive a culture of military hiring and retention across one’s company.

## Our Coaches

Below is a sampling of four coaches out of the 150+ coaches we have on the Stand Beside Them roster. We currently have over 25 coaches who are military veterans. Our coaches are experienced, certified business, career, wellness, educational, executive, and leadership coaches holding credentials from either the International Coach Federation (ICF) or certification from a distinguished coach training school. Many of our coaches are established business professionals who bring decades of professional experience to their coaching engagements.



### **Dawn McDaniel – Executive Coach & Army Veteran**

Dawn is an Army veteran and military spouse who helps companies reduce the civilian/military divide. She has coached hundreds of service members and is the author of “Retention After Hire: a Look at Transition Challenges Beyond the Resume” and “Secret Weapon: Five Keys to Leveraging Your Veteran Workforce.”



### **Randall Chase – Executive Coach & Army Veteran**

Randy is a retired Army colonel who served for 25 years in the military and in industry. He worked at the UBS Leadership Institute with global responsibility for executive coaching and is one of Stand Beside Them’s most active coaches. Randy has many years of experience coaching other veterans.



### **Jennifer Malach – Executive & Career Coach**

Jennifer is a career management and leadership coach with over 20 years of corporate recruiting experience in the professional services and software development industries. She has recruited, coached, trained, and developed talent to promote growth in Fortune 500 companies, including Accenture where she worked for 16 years.



### **Jane Maliszewski – Executive Coach & Army Veteran**

Jane is a retired Army officer, an executive leadership coach, and a management consultant. She coaches groups and individuals on topics including how to effectively transition from a military to a civilian career, how to be more emotionally intelligent, and how to affect positive change.

## Our Program Leaders



### **Stephanie Richmond – Founder & CEO of SBT**

Stephanie has been a lawyer in both public and private sectors: Peace Corps, Small Business Administration, and some prominent national trade organizations. She's also been a journalist/producer for print and television news, and a professional life coach. A passionate advocate for veterans and military families, Stephanie feels blessed to bring coaching to veterans across the country through Stand Beside Them.



### **Amanda Veinott – Director of SBT Programs & Coach**

Amanda is an expert in launching and optimizing Military Hiring and Retention Programs. She is a Certified Professional Coach and has worked with over 300 veterans in their quest to obtain meaningful careers. She is also the Director of Programs for Stand Beside Them and co-founder of Women Veterans on Wall Street (wVOWS).

## The Value of SBT Coaches

The SBT coaching network is comprised of professional coaches who have participated in and completed rigorous coach training programs sanctioned by the International Coach Federation. Our coaches are experts in the art of coaching and are sought after by companies and organizations across the United States.

Many of our coaches are veterans or military spouses and all of the coaches who work with the SBT Corporate Veteran Coaching Program receive training to specifically coach veterans who are in corporate roles.

Our entire network of coaches regularly works with veterans, military spouses, and transitioning service members, which provides them consistent and ongoing access to the most contemporary challenges the military population is facing.

## Testimonials: Voices of our veterans

"**Stand Beside Them** taught me how to set and attain my professional goals, as well as to accept some of the differences in the corporate environment. I began to embrace my military traits, which make me an asset. Thanks to SBT and my coach Susanne Mueller, I realized my potential and what I can offer to the civilian world." - *Rodney Bolton, Jr. US Air Force veteran*

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"This form of weekly coaching with feedback was very helpful in exploring my neglected strengths and helped break through the detractors that would have normally held me back. Dawn kept me on track and continuously searching for alternate ideas based on my strengths and passions. I feel this has given me a great start into a new fulfilling career." - *Steven Therrien, US Navy veteran*

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"Having a coach to draw out the necessary information to form a strategy is vital. The value I received from the coaching is life-changing and boundless. Both in what it does for the veteran psyche and morale, and for our society by successfully incorporating a veteran into the employment mainstream. I absolutely recommend SBT coaching." - *Edwin Peck, US Coast Guard veteran*

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"During a big life change...from military to civilian life, I was able to reduce my stress level by recognizing how life trigger points influenced my daily activities. Having the knowledge on how to deal with those pressures, helped me to focus on the important facts and not be distracted." - *Bernie Spoerri, US Army veteran*

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"Best experience possible. Stephanie is amazing and Karin my coach is incredible. Could not be happier with them as an organization." - *Matthew LaGrone, US Air Force veteran*

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# We believe in true partnerships.

Please feel free to connect with us via email, phone, or social media. We are happy to create customized programs to meet your company's needs.

**Email:** [info@StandBesideThem.org](mailto:info@StandBesideThem.org)

**Website:** [www.StandBesideThem.org](http://www.StandBesideThem.org)

**Phone:** 212-706-8387; (212-706-VETS)

**LinkedIn:** [Stand Beside Them Coaching for Veterans](#)

**Twitter:** [@StandBesideThem](#)

**Facebook:** [www.facebook.com/StandBesideThem](http://www.facebook.com/StandBesideThem)

**Stand Beside Them, Inc.**

590 Madison Avenue

Suite 2100

New York, NY 10022



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