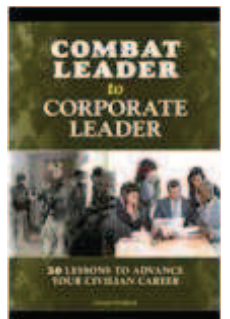


# Combat Leader to Corporate Leader: Applying Military Skills for Civilian Career Success

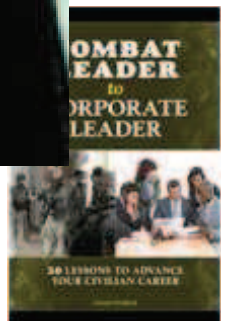
Chad Storlie

Friday, August 13, 2010

*Combat Leader to Corporate Leader: Applying Military Skills for Civilian Career Success*



# You Are a Great Brand!



# Corp Exec's with Military Service



Bob McDonald, CEO,  
P&G - Army



Ken Kicks, CEO,  
Footlocker - Army



Steve Reinemund,  
former CEO, Pepsi  
- Marines



A.G. Lafley, Chairman,  
P&G - Navy



John Meyer, CEO,  
Acxiom – Air Force

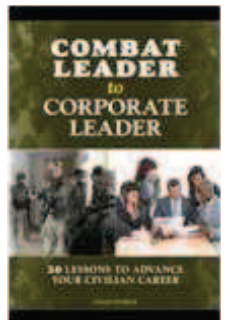


John Ryan, CEO,  
CCL – Navy



# Agenda

- Who Is Chad Storlie
- Military Skills Matter for Your Success
- Military to Business Framework
- Lesson 1: Common Veteran Mistakes in Workplace
- Lesson 2: Create a Networking Plan
- Lesson 3: Create a Career Improvement Plan
- Lesson 4: Apply Your Lessons to Business
- Summary



# Speaker Background



Military Education



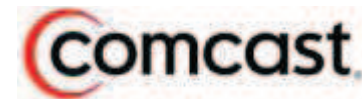
Deployments



Education



Operational Units



BUILDING AMERICA®

Outside Experience





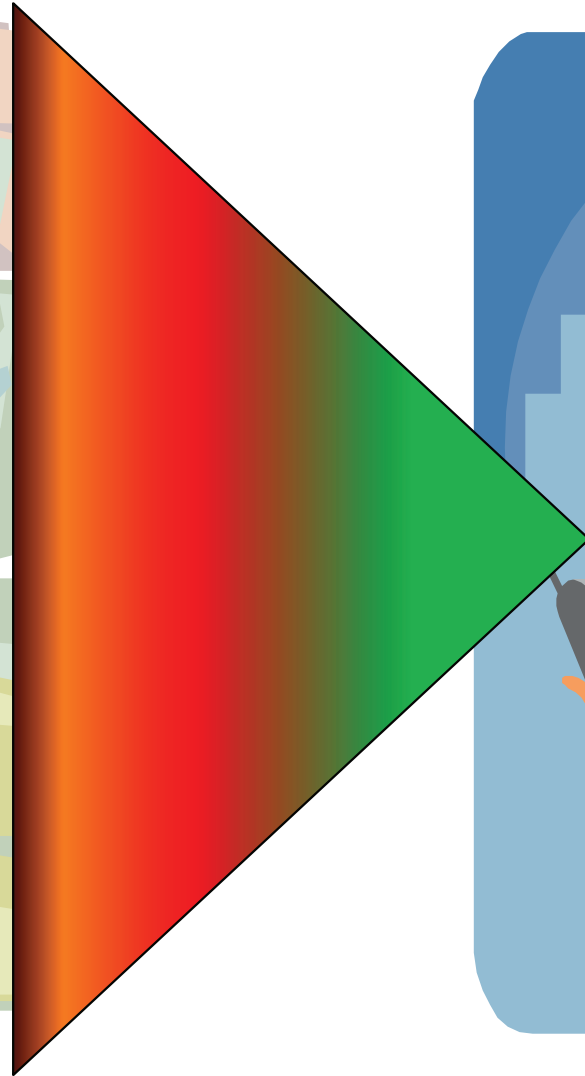
# Military is Action & Performance



Less Than 1% of  
the Population  
Served in the  
Military



# Military to Civilian Transition



# Plan/Execute a Successful Return



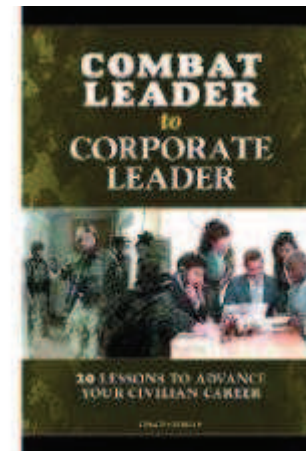
MAXIMIZE AVAILABLE BENEFITS



FAMILY, FRIENDS, & FINANCES



A DELIBERATE TRANSITION PLAN



USE EXPERIENCE FOR BUSINESS SUCCESS

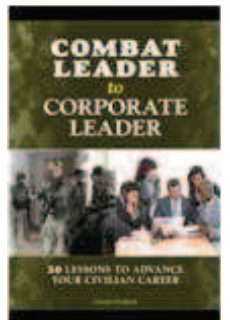




# Return @ The Workplace

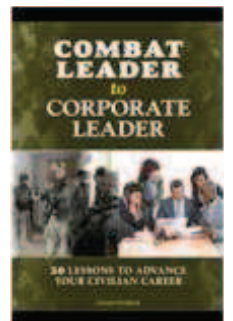
R

- Run
- Recon
- Rust Off Skills
- Renew / Build Friendships
- Results
- Relax

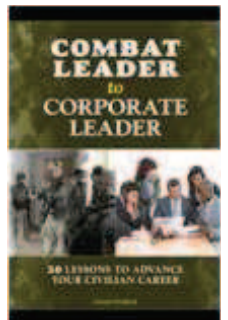
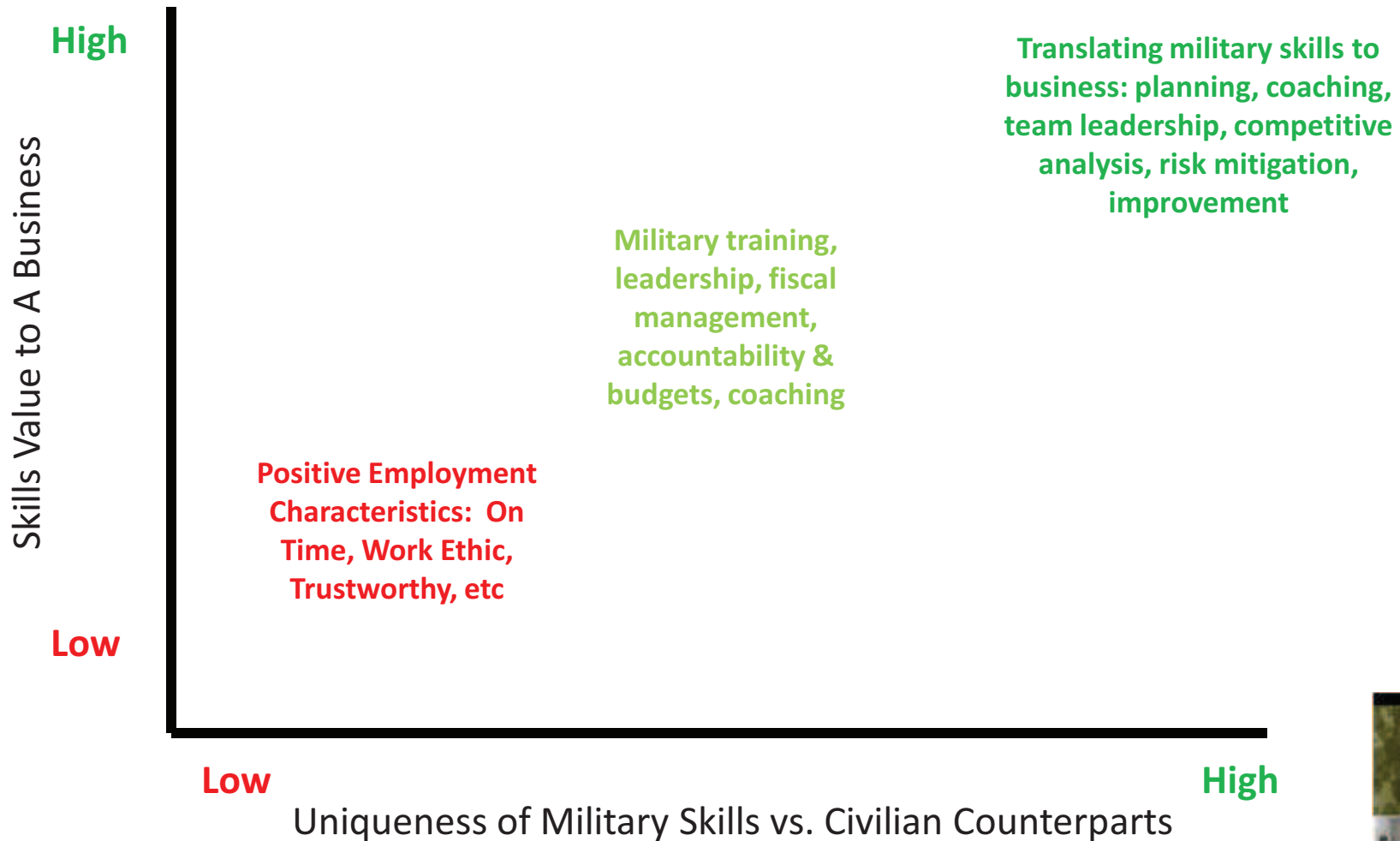


# Military Skills + Application = Success

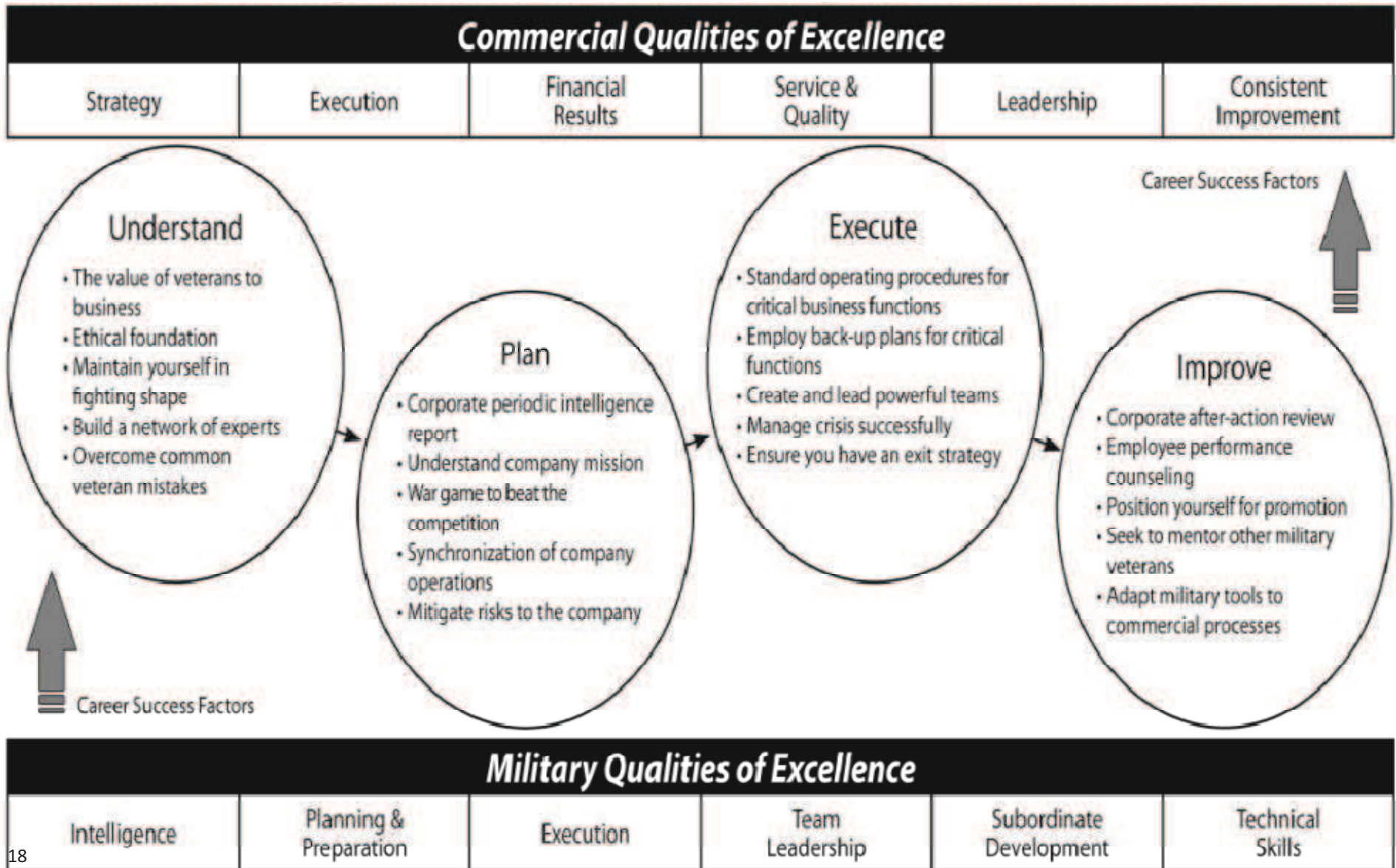
- A keystone for your success in business is to **fully leverage** all of your military training and experience in the corporate business world **to make a bigger difference.**
- Once you demonstrate your skills fully, the hiring marketplace for your skills will improve both inside and outside your company, even in a down economy.



# Define Your Value to Business

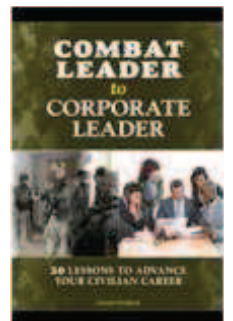


# Military Experience = Tools for Business



# L1: Common Veteran Mistakes

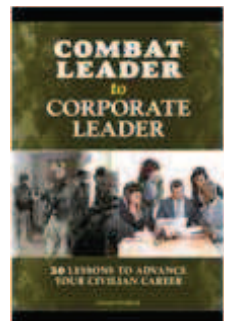
- Number 1 Vet Mistake - Applying Their Previous Military Experience And Training To Their New Employment Situation Without Modification.
- Do Not Cling Too Tightly And Too Rigidly To Your Past Military Experience.
- Veterans Entering The Business World Need To Employ Their Military Experiences And Training As A Leverage Point To Bring Greater Career Success.



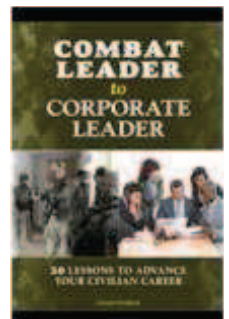
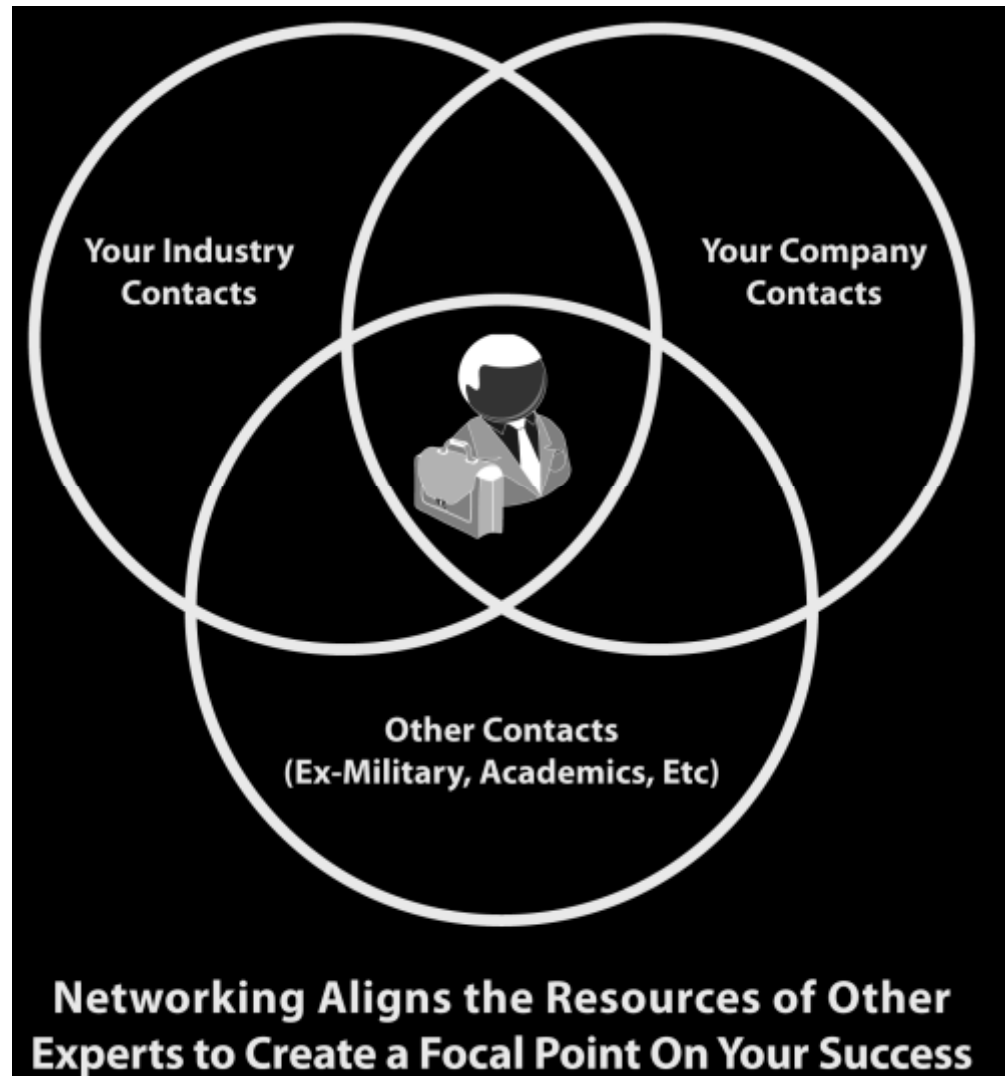


# L1: Common Veteran Mistakes

- Mistake 1: Leaning on the Past and Not Pushing toward the Future.
- Mistake 2: Treating Others Based upon Your Past Rank and Position.
- Mistake 3: Not Adjusting Military Presentation, Bearing, and Speech Style to the Corporate World.
- Mistake 4: Letting Yourself Get Too Far Away from Military Appearance, Grooming, and Fitness Standards.
- Mistake 5: Not Asking for or Giving Help in the Career Transition.
- Mistake 6: Not Fully Understanding the Potential Pitfalls of Corporate Culture.
- Mistake 7: Not Maintaining the “Can Do” Attitude.

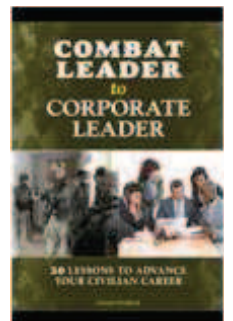


# L2: Networking



# L2: 10 Step Networking Plan

1. What do I Want to Do, Learn, Or Achieve Through Networking – Your Goal?
2. Write Your Mission Statement for Networking.
3. Define Your Value to a Company & Career.
4. Conduct Research of Networking Contacts
5. Create a Simple Excel Database of Your Contacts
6. Write Your Networking Letter.
7. Mail Your Letters.
8. Follow Up With a Phone Call.
9. Conduct the Networking Meeting.
10. Plan for Success and Embrace Failure.

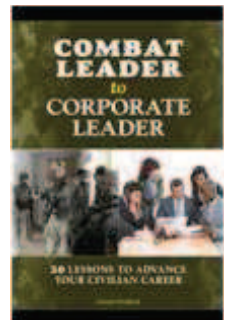


# L2: Networking Sources

## Websites for Information-Gathering for Networking Sessions

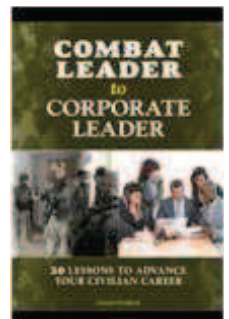
General Internet Search	Google.com, Bing.com, Ask.com
Business Search	Google Business, Yahoo Finance, CNN Money
Major Business Newspapers	<i>New York Times</i> , <i>Wall Street Journal</i> , <i>Financial Times</i>
Private Periodical Search	Lexis-Nexis, Ebsco, Factiva
Macroeconomic Conditions	Bureau of Labor Statistics (BLS), U.S. Dep't of Labor Individual Company's Products,
Services, Investor Information	Company-Specific Website
Investor Websites	Fidelity, Vanguard, USAA, E*Trade

Installation Library, City Library, or Local Higher Education



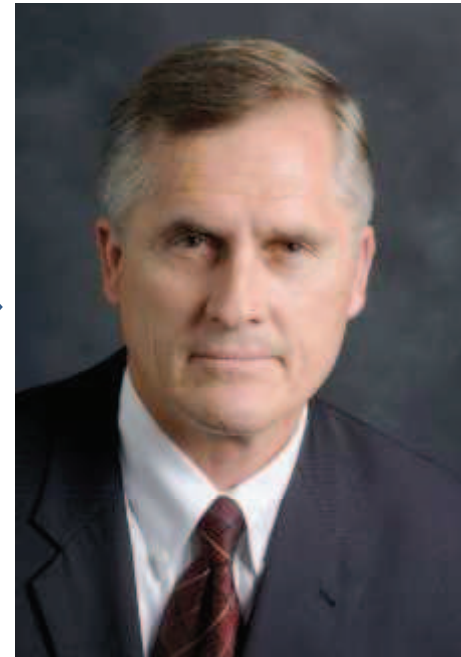
# L2: The Networking Letter

- Formal letter – greeting, purpose, question, & request
- Bit of your background
- 3-4 questions
  - Industry
  - Their career
  - Components of success
- State you will call to follow up
- Your contact information
- 1 page or less



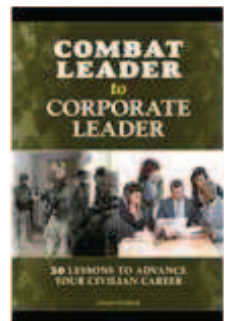


# L3: Career Development



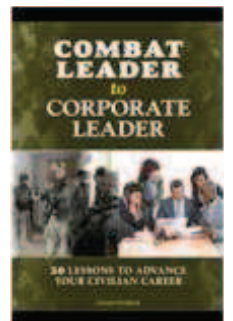
David L. Grange – From US Army Delta Force to CEO, PPD, Inc  
*“Professionalism is not just for the military; it applies equally in the business world.”*

– Ch 3, *Combat Leader to Corporate Leader* by Chad Storlie



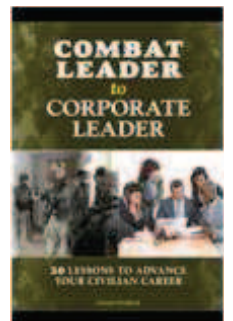
## L3: Internal Improvement Plan

1. Positive, constructive attitude.
2. Cognitive and physical well-being.
3. Continued professional education.
4. Openness to new experiences.



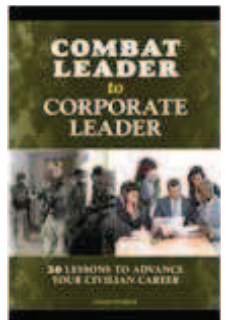
# L3: External Improvement Plan

1. Personal appearance.
2. Professional decorum.
3. Professional language.
4. Example setting.



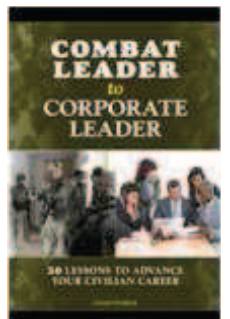
# L4: Apply Your Lessons

- How does the business need to change?
- How do your military skills help?
- How can you show results?
- How can you make an initial plan?
- How can you get approval?
- How can you run a pilot / test?
- How can you make changes to your plan?
- How can you implement?



# The 4 Lessons – Military to Civilian

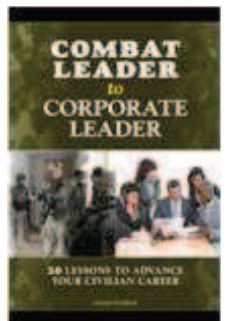
- Lesson 1: Common Veteran Mistakes
- Lesson 2: Create a Networking Plan
- Lesson 3: Create Career Improvement Plan
- Lesson 4: Apply Your Lessons to Business





# How Jobs & Promotions Come

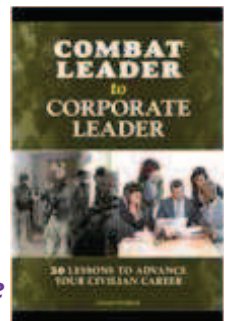
- Demonstrate performance & results.
- Ability to lead & build on past experiences for future success.
- Networking.
- Personal growth to improve.



# Success in Battle, Success After Battle

“There’s combat. Then, there’s the rest of your life. We need survival skills for each battle zone.”

—Max Cleland, former United States Senator from Georgia, former Administrator of the Veterans Administration, decorated wounded combat veteran of the Vietnam War



# Contact Information

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