



# How to develop and share veteran employee success stories

Sharing veteran employee success stories can enhance your reputation as a veteran-friendly employer and inspire other veterans to join your workforce.

To start developing success stories, you can follow these steps.

## 1 Invite employees to share their story

Identify veteran employees, or other employees with veteran family members or ADF connections, who are willing to share their story. You could do this by consulting directly with your veteran employees or seeking expressions of interest from across the organisation.

Conduct interviews with selected employee(s) or invite them to share a written piece. You might also invite participants to share photos of themselves in the ADF or in their current role.

## 2 Prepare prompts or questions

The prompts and questions on page 2 can help you to effectively tell a success story.

## Background and ADF service

- Can you share some of your ADF journey including roles and motivation behind joining?
- What is something you are proud of from your ADF service?
- What are some of the key skills you developed during your time in the ADF?
- What does your ADF service mean to you now?

## Move to civilian employment

- How did you come across our organisation and what drew you to it?
- Can you share some of the differences you've observed between your ADF employment and current employment?

## Current role and achievements

- What is your current role and your main responsibilities?
- How have your ADF skills translated into your current role, and if any were particularly beneficial?
- Can you tell us about what you're working on currently?
- Is there an accomplishment you're particularly proud of?

## Organisational culture and support

- How has the organisation supported you as a veteran employee?
- How has the organisation shown that it values your ADF experience?
- Have you engaged in any of the organisation's veteran-specific initiatives? What has your experience been with getting involved in these initiatives?

## Professional development

- How have you grown professionally since joining the organisation and how have you done this?
- What have you learnt from your professional journey?  
What are your future goals at the organisation and how do you intend to achieve them?

## Personal anecdotes

- Would you like to share any:
  - personal anecdotes of your time in the ADF or at our organisation?
  - significant moments in your professional journey?
  - tips for veterans moving to civilian jobs or employers looking to hire veterans?

### 3 Present the stories

In partnership with the veteran employee, decide how best to present the interview content. This may be via:

- a video
- a written Q&A or testimonial
- a multimedia piece (combining video, written content and photos).

Success stories can be a point of attraction on your organisation's website. Consider dedicating a web page to showcasing success stories, including quotes and visuals. These can help to attract veteran job applicants and build your reputation as a veteran employer. Ensure you obtain consent from participants prior to publication.

### 4 Share the stories

#### Share internally

- publish the story on your organisation's intranet
- share the story in your internal newsletter
- showcase the story during team meetings or events.



#### Share externally

- publish the story on your website
- post the story on your social media platforms
- share the story in your external newsletter
- submit a press release to industry media outlets.



#### Track engagement

- monitor how the story performs across different platforms
- respond to any comments or feedback.

