KEYNOTE · VETERANS DAY PROGRAMS · VETERANS ERGS · TALENT LEADERS

The Best of Both Worlds: Veteran Hires in Corporate America

Veterans bring leadership under pressure, mission focus and teamwork. Companies that know how to use it win twice. Shannon Huffman Polson has led in both worlds and shows your people how to close the gap between them.



THE TALK

The week Shannon left Fort Bliss she could say "Does anyone have the SITREP for the FTX?" and every person around her understood. A month later, at business school, nobody did. Then the towers fell, and the purpose she had worn for a decade was gone with the uniform.

Every veteran in your company has made that crossing, and most managers have never seen it. Shannon walks the room through what the military builds into people, where the move to corporate stalls (lost purpose, a culture as distinct as any national one, the assumptions hiring managers don't know they hold), and what good leadership on both sides has in common: taking care of people. Story-driven, with tactics for Monday.

YOUR AUDIENCE WILL LEAVE ABLE TO

- Name what veterans bring that hiring managers often miss
- Spot where the military-to-corporate transition stalls, and fix it in onboarding
- Ask the questions that build trust across the divide, and skip the ones that break it
- Recruit, onboard and keep veteran talent, and build a culture where veterans lead

WHO IT'S FOR

Veterans ERGs and Veterans Day programs. HR, recruiting and talent leaders. Managers of veteran hires. First built for Military at Microsoft.

> "Shannon has a unique ability to connect veterans and civilians alike through shared values of courage, resilience, and purpose. If your organisation is looking for someone who can bridge experiences, build connection, and challenge people to grow, Shannon is that person."
>
> Andrew Nathan, Military at Microsoft ERG



With her Apache company, 2000



On the flight line

FORMATS

- 45–60 minute keynote, in person or virtual
- Half-day workshop for managers of veteran hires
- Fireside chat or panel with your ERG leads

VETERANS WEEK 2026 · NOVEMBER 2–13

Ten virtual slots. Forty-five minutes live plus Q&A, with a 90-day internal replay license so shift workers and field teams who can't make the hour still see it. Built for veterans ERGs and the managers around them. One flat program fee, no travel.

Hold a slot:
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Shannon Huffman Polson

One of the first women to fly the Apache · Author of *The Grit Factor* (Harvard Business Review Press) · Founder, The Grit Institute · Tuck School of Business faculty

IBM · MICROSOFT · PWC · BRISTOL MYERS SQUIBB · VERIZON · U.S. AIR FORCE ACADEMY · IN-N-OUT BURGER

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Book a call: savvycal.com/SHPolson/chat