

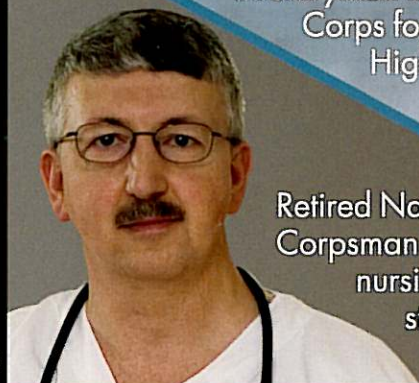
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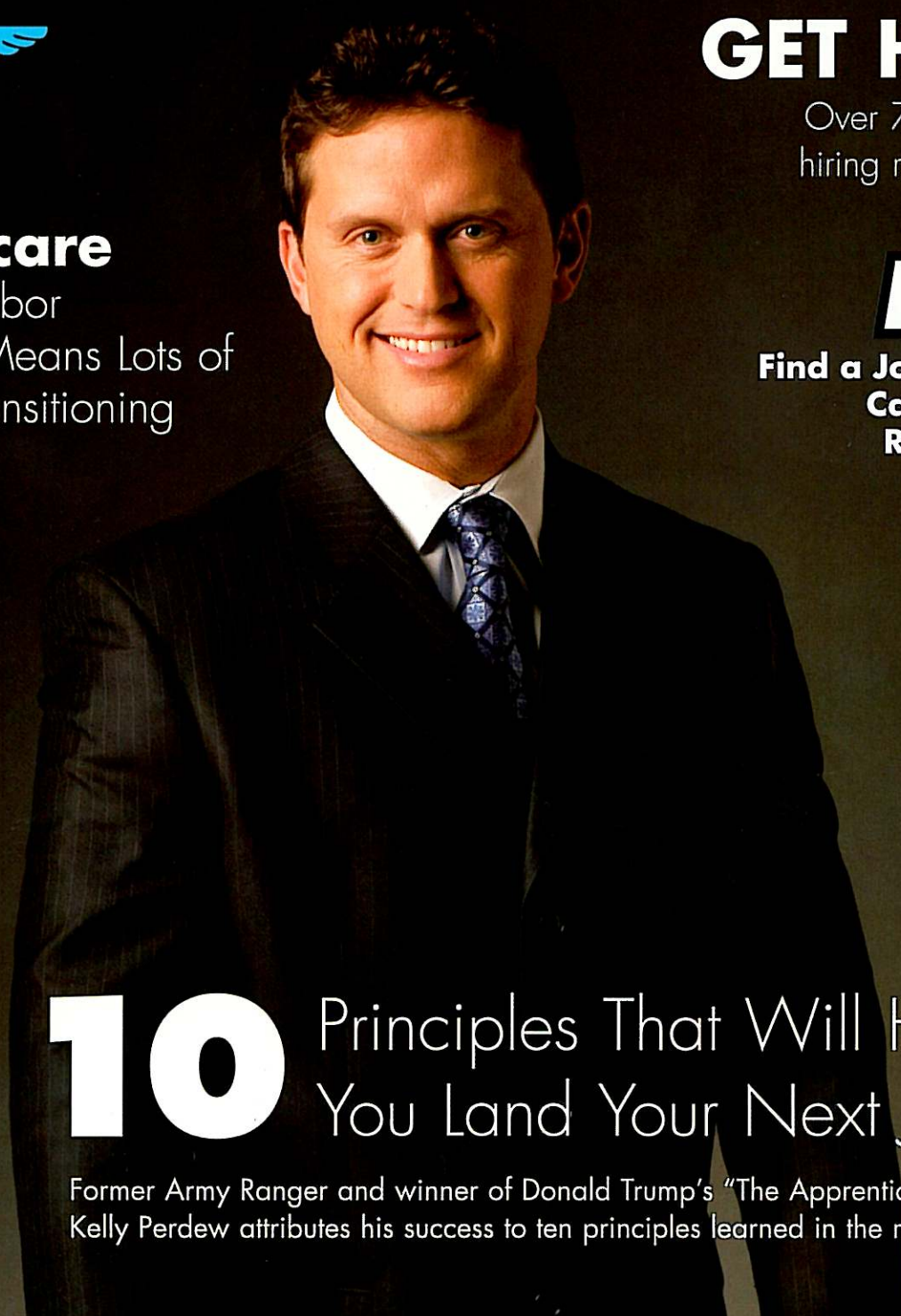
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Kelly Perdew attributes his success to ten principles learned in the military.

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Principles That Will Help You Land Your Next Job!

Former Army Ranger and winner of Donald Trump's "The Apprentice II" Kelly Perdue attributes his success to ten principles learned in the military.

by Steven N. Czetli and Rich McCormack

In addition to their specific skill sets, veterans have a more subtle quality that is hard to define, but crystal clear to enlightened recruiters. Many have tried to put their finger on it, but most come up short. Perhaps the latest is "The Apprentice II" winner Kelly Perdue who earlier this year released his book, "Take Command" which he says attempts to do exactly that: make tangible the personal qualities so important to employers that as little as three years in the service seems to shape in veterans. Among supporters of his principles is Navy vet Roger Staubach, AOL founder James Kinsey, Bob Nardelli, Chairman, President and CEO, The Home Depot and of course Donald Trump. Some of his naysayers are anonymous "big names" who refused to endorse the book for Kelly.

But Perdue is adamant that the real inspiration for the book came from Perdue's impatience with the general public – particularly corporate America – in not recognizing how valuable military training is to corporate success.

It began during the first two weeks after he won the competition. "I went through a flurry of media interviews and coverage as well as being contacted by about everybody I've ever sat next to since the second grade, and the same question I got from everybody was: "Do you think your military background helped you win the show?"

"The first few times I answered the question politely and with patience, 'Well, yes, the discipline, the attention to detail, being able to operate under significant time constraints and pressure probably helped.'

"And as I kept getting the question over and over, I got kind of frustrated and very surprised that this wasn't obvious to the general public, especially corporate America. It seemed so obvious to me that the leadership principles instilled in people who train and serve are exactly what you want in your corporate organization.

"So in writing the book, that was the primary objective – educating America that all things being equal between two candidates, they should be actively recruiting the one with a military background."

And then he gives an example.

"Imagine being in a tactical operating center at three in the morning. We've been up for three days and a two-star general walks in and wants to know the exact situation on the ground. I have to brief him coherently and answer all his questions. Does that make it easier to sit across from Donald Trump and answer him when he asks what happened on a two-day task? I think so."

"My half-brother was deployed in Iraq. He got out and one year ago started at Lehman Brothers on the trading floor. He explained to me that when you are first on the trading floor, the managers go after you

hard to see what kind of stress level you can take. But Brent Osborne, my half brother, was completely unphased – almost as if he was ignoring them yelling at him and trying to get him to do stuff. So they took him aside and had a talk with him. They said, 'We don't think you are very responsive to what's going on.'"

And he said, "I learned a long time ago in the military that I have one head and two hands and I can operate at 100 percent and that's all. I also know that tonight after work I'm going home to my wife and nobody is going to be shooting at me. So I don't think getting upset or showing you that I'm nervous in some manner helps me perform better. So all the yelling doesn't make me nervous. It doesn't make me upset. I'm already operating as effectively as possible."

Says Perdue, "That comes from having stress put on you. You don't operate that way out of the box."

In fact, at West Point, one of the reasons they box, says Perdue, is so that the first time somebody punches you in the nose you don't freak out," he said. "You don't activate your fight or flight mechanism. So in the military you get used to an environment where there is a significant amount of stress so you can operate more effectively the next time you encounter it."

Observed Trump, "Kelly is quick to credit his West Point education and experience as

an Army officer with giving him everything it takes to face any challenge – in business and in life. After seeing him in action, I'd have to agree. While Kelly is unquestionably a leader, his background has also taught him to follow – a very valuable distinction."

An hour on the phone with Perdue tends to confirm Trump's assessment. He is quick witted and at the same time laid back and quite approachable – a style that like many other things about him seem contradictory.

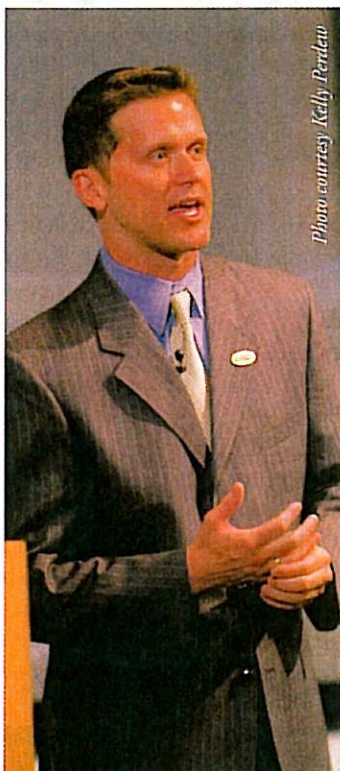
For instance, though normally he is likeable and polite, it infuriates him that some very important people declined to endorse his book because of his short active duty tour.

Says an agitated Kelly, "That's insane. How will we do a better job of pulling great people into the service and keeping them in unless we take an honest look at what happens when they come out? You can't be afraid to say here are the great things you can do once you get out of the military, because you will lose the people who are in. You just can't be afraid of that. You really have to market all the great things you get in the military if you want to attract great people."

Trump, of course, isn't one of Perdue's naysayers. "In his book, Kelly elaborates on the ten principles he credits for his success, up and including winning "The Apprentice II." Kelly's success principles are:

1. Duty
2. Passion
3. Perseverance
4. Planning
5. Impeccability
6. Teamwork
7. Loyalty
8. Flexibility
9. Selfless Service
10. and Integrity

He also interviews a number of business icons who share both these characteristics and his military background. I can certainly vouch that he possesses all these attributes, and has brought them to bear on his work at The Trump Organization," says The Donald. "Winning



The Apprentice should speak to their effectiveness."

But what do they mean and how do they work together?

Despite his lecture on keeping cool under fire, Perdue puts duty number one.

"Duty to me is not the legal definition, like a fiduciary responsibility," he says. "When you sign for something of course you have to carry it out. But it doesn't end there. Do what you're supposed to do when you are supposed to do it." Does that mean commitment to the nine other principles? Maybe. It may also be known to some people as commitment (period). Following through. Doing what you say you are going to do.

And then there is passion. Perdue says it's "critical to success."

"Your enthusiasm is contagious," he says. "Be passionate about what you do and do what you are passionate about. And if you're not, you have to figure out how to get that way."

Impeccability is a new word for an old chestnut: "If it's worth doing, it's worth doing right." Perdue comes up with a few more just to nail it down: "You only have one chance to make a first impression." "Why would you give anything less than your best." You get the idea.

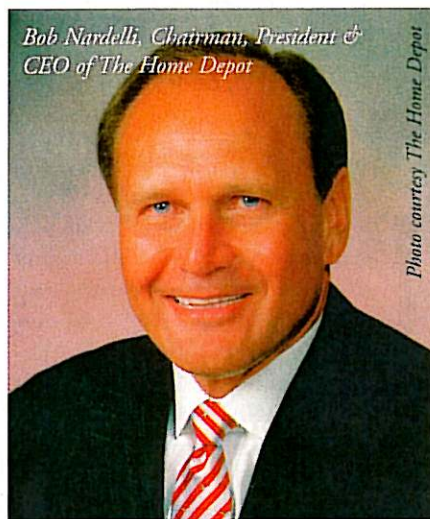
To drive home the principle of team work, he draws on his interview with Roger Staubach. A junior at the Naval Academy. Staubach finished up at the Naval Academy, spent four years in Vietnam was drafted tenth by the Dallas Cowboys, took the 3-4 team to the Super Bowl, and became a real estate mogul. Team work is the part about taking the Cowboys to the Super Bowl. In our short interview we didn't have time to go into team work much more, but it should be obvious that Staubach didn't get his Super Bowl ring by himself and his training in leadership came from the Naval Academy.

Agreeing with him was Bob Nardelli, Chairman, President and CEO, The Home Depot who said, "Veterans often embody

"Impeccability is a new word for an old chestnut: 'If it's worth doing, it's worth doing right.'"

many (of Perdue's) characteristics – such as leadership, integrity, teamwork and loyalty – that transfer well into the workplace and make these individuals highly attractive candidates."

"The Home Depot is always looking for the best talent available, and we have found that former military that have joined our organization bring a unique and highly trans-



ferable skill set with them" he said. "Generally speaking, we find that our associates with military experience are used to being in situations where they have had to deliver results, and where they must act strategically as well as tactically."

Susan M. Kratch, Manager, Military Recruiting and Initiatives for GE was also supportive. "At GE, we understand that part of being a good corporate citizen is supporting those who protect and defend our freedoms. At the same time, we appreciate and value the unique skill sets military employees bring to our company. Their leadership, ethics, values and ability to deliver results under pressure fit seamlessly with GE's performance-driven culture. GE is always looking for the absolute top talent

"As much as veterans, we value those who continue to serve in the National Guard and Reserve. Through pay differential and con-

On "The Apprentice II," Perdue said they were given too little time, too few resources and too many moving parts. He

How's this for a memorable cliché to explain Perseverance: "It's not the dog in the

"Take Command" by Kelly Perdue
\$24.95 / Regenery Publishing Inc. / Available
through Amazon.com for \$16.47.

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