

Bridge the Skilled

TRADES GAP WITH BATTLE-TESTED TALENT

Skilled trades vacancies are piling up and it's no secret that the talent gap is widening fast. Manufacturers, logistics leaders, and construction firms alike are scrambling to find workers who can hit the ground running. But while others panic or play catch-up, smart companies are taking a different route. They're tapping into one of the most overlooked, yet most mission-ready talent pipelines out there: our nation's veterans.

Let's call it like it is – veterans are not just “nice to have.” They are your workforce edge. These men and women bring more than discipline, work ethic, and leadership. Many of them are already trained in precisely the technical skills you're hunting for.

From heavy equipment operations to electrical systems and mechanical repairs, veterans enter the civilian workforce with real-world experience that translates seamlessly into skilled trades roles. And they don't flinch under pressure, they lead.

Here's the kicker: while the talent is out there, you need to know where and how to find them. Sites like Hiring Our Heroes and VetJobs are great starts, but the real power move is building relationships. Think VA reps, American Legion posts, trade schools with VA Career Advisors, and yes – staffing partners who specialize in military recruiting. Veterans using their GI Bill to upskill in trades programs? That's your future workforce, ready to deploy.

It's time to ditch outdated recruiting strategies and lean into something stronger. Build a military hiring strategy that works for your business. Whether you do it on your own or team up with a partner like Staffmark Group, the path forward is clear: Honor service. Hire for skill. Close the gap. Because when you bring in military-trained talent, you don't just fill roles, you level up your entire operation.



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