

BRINGING TALENT HOME



READY TO SERVE.

Today, veterans are returning to civilian life by the tens of thousands, eager to apply their highly refined talents in sustainable careers.

This presents a challenge: how can we best cultivate those talents for the betterment of our nation, and for the lives of those who have served us?

At Prudential, we have responded by creating our Veterans Initiatives. This program establishes not only a robust training and educational platform for veterans, but a talent pipeline for our company as well.

It is our mission—and sincere hope—that our Veterans Initiatives becomes a model for successful programs at companies across the United States. We invite you to answer the challenge, too.

ANSWERING THE CALL FOR VETERANS.

Discipline. Leadership.
Excelling under pressure.
Veterans transitioning from
active duty bring with them
a host of corporate-ready
skills and talents.

At Prudential, our
Veterans Initiatives creates
an environment where
veterans can cultivate those
capabilities, contribute to the
success of our business,
and develop flourishing
corporate careers.



VETalent event at Prudential

A Focus on Developing Talent.

RECRUIT. TRAIN. EMPLOY. As the centerpiece of our Veterans Initiatives, VETalent is a program that seeks to integrate skills and experience acquired during military service with the corporate workplace.

Sponsored by Prudential and administered by Workforce Opportunity Services (WOS), VETalent recruits qualified veterans through a variety of channels, and administers fully paid scholarships for training and certification at a major university.

Successful candidates assume employment at a sponsoring corporation, where they work in a real-world environment and benefit from a unique, monitored and supported development process.

“It means that someone
on the outside cares about
vets and where we can work.”

WOS Program Participant

Leading the Way.

At Prudential, we’ve taken an active role in promoting the on-boarding of veteran talent—through partnerships with corporate peers, veteran service organizations and by collaborating with government agencies to positively influence programs that assist veterans.

To orchestrate these efforts, we employ a team of executives, each with significant experience in veterans affairs.

This team oversees the expansion of our education and employment programs—and engages our external network of alliances for veterans’ success.

And, to inform our programs now and in the future, we work closely with the U.S. Department of Defense on research that examines veterans’ experiences as military personnel and as civilians.

THAT'S A CHALLENGE WE CAN MEET.

Making Prudential a “Best Place to Work.”

HIRE THE BEST. Our talent acquisition strategy prominently features veterans outreach and recruitment, to help our company tap into a pipeline of high-quality, high-performing talent. This is in keeping with our goal of elevating Prudential with the best talent anywhere.

DURING EMPLOYMENT AND DEPLOYMENT. We believe our associates in the National Guard or Military Reserve must have the comfort while on active duty of knowing their loved ones are secure. So generally, their Prudential benefits remain in effect while they're deployed.

ONE VOICE. Launched in 2010, VETnet provides veterans at our company with a platform for communicating their experience and needs to our leadership and associates. VETnet is also a support network for our veterans, and helps promote their professional development.



“Top 100 Military Friendly Employers”

– G.I. Jobs magazine



“Best for Vets 2014 Employers”

– Military Times EDGE magazine

Giving. And Giving Back.

We are committed to supporting veterans service organizations through philanthropic grants; through employee volunteerism; and by matching qualifying contributions made by our employees. These programs align with our long-standing commitment to improving the communities where we live and work.

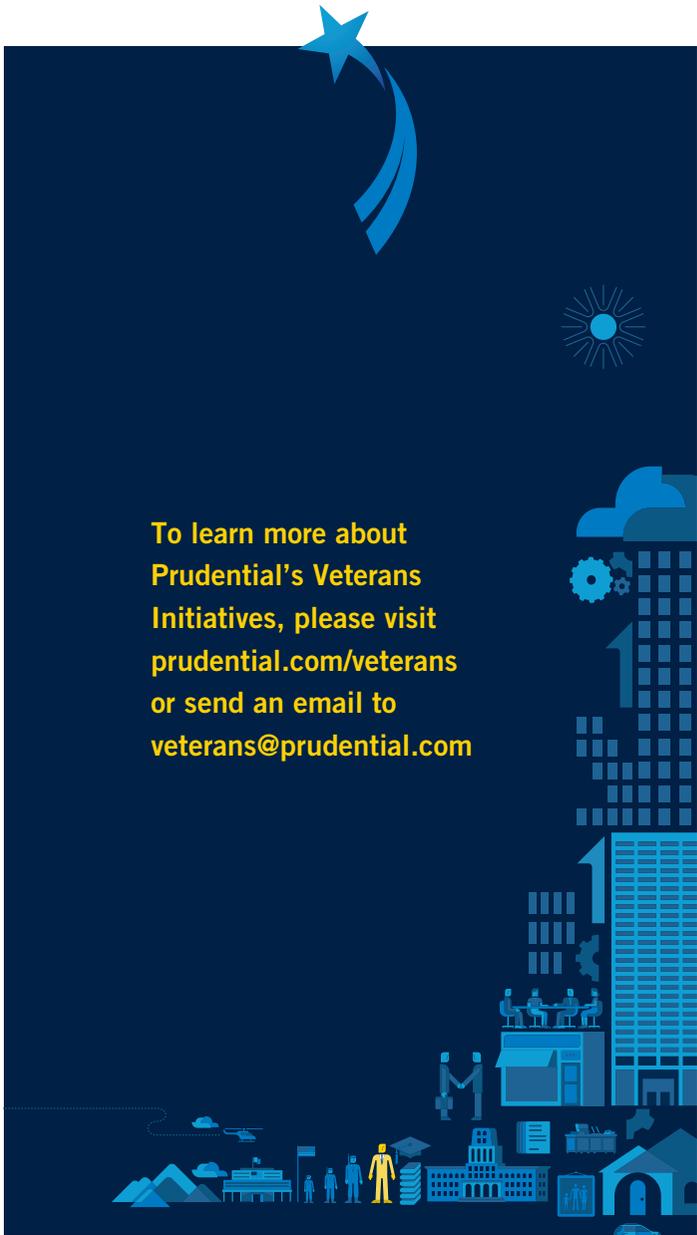
HEROIC AND MORE

Research study after research study reveal a compelling truth: Hiring individuals with military experience is a smart business strategy.

Such are the findings of “The Business Case for Hiring a Veteran,” a report issued by Syracuse University’s Institute for Veterans and Military Families:

- Our military attracts those with the need for achievement, and an ability to work with autonomy in fluid circumstances. Academic studies link these talents to entrepreneurial thinking—a mindset that drives success in the workplace.
- Military experience generates high levels of trust among service members and veterans. In a corporate setting, this helps veterans facilitate team building and organizational cohesion.
- Military personnel can transfer skills across contexts and tasks; this proves invaluable in the constantly shifting business world.
- High technology is at the forefront of our military. As a result, veterans are experienced with the latest technologies and can apply that knowledge in business across disparate tasks.
- Veterans are highly experienced working in cross-cultural settings, and in teams comprised of diverse personnel. Organizations working in the global economy stand only to benefit from these qualities.







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