



FAQs Regarding Veteran Empowerment Training

V.E.T. is not a one-time learning event. It is a virtual classroom and library of career resources that supplement traditional transition training. Learning strengthens a veteran's mindfulness skills to self-regulate ease for improved performance, likeability for selection, and well being while navigating life challenges, not just military transition.

While the transition to civilian employment poses several new and different challenges, we believe veterans are often more prepared for those challenges than employers give them credit for. V.E.T. helps veterans realize how powerful they already are, and how more successful they can be, when they learn how to leverage their military know-how and mental discipline to adapt, improvise, and overcome within the civilian job market. Rather than transform service members into typical civilian job hunters, V.E.T. builds on a veteran's military resilience training and experiences that can be utilized by employers to improve productivity. V.E.T. is the first comprehensive and continuous performance improvement training that is being provided to transitioning veterans.

1. What is mindset, and what does it mean if you have a success mindset?
2. What is the difference between traditional employment training and V.E.T.?
3. What are the objectives of the V.E.T. course?
4. How will this training improve the unemployment situation?
5. What are the benefits of this training to job hunters?
6. What benefits are there to employers that hire job hunters with a success mindset?
7. What research is this training based on?
8. What do people learn when taking this training course?
9. What is career self-hypnosis?
10. Can anyone take the V.E.T. course?
11. How often will people need to take the course?
12. Why has this course not been available before this?

RESPONSES

1. What is mindset, and what does it mean if you have a success mindset?

Mindset refers to a way of thinking. Your most consistent thoughts define the type of mindset you have, and your thoughts are influenced by what you believe is possible for you. For example, if you believe you can find a job, observers may describe your mindset as positive, optimistic, or upbeat. Alternatively, if you do not believe you can find a job, observers may describe your mindset as negative, pessimistic, or beat down.

How you think determines how you feel, how well you are able to perform, and how observers describe you. You have no control over what observers choose to think about you, except by the control of your mindset to self-regulate your emotions, and to create the best impressions. Therefore, if your goal is to get a job, an unfavorable mindset will not help

you to perform well or create the best impressions. This is particularly true if employers decide your competition has a mindset that will deliver better performance.

A job hunter whose mindset is unfavorable cannot easily persuade experienced interviewers into thinking they have a favorable mindset. Even if they say and do all the right things, their conflicting emotions broadcast a different message, which is observable through their tone of voice and body language. Interviewers are on guard to spot any lack of authenticity when deciding which job hunter to hire.

To have a success mindset means your most consistent thoughts are favorable to support your intentions, your emotions are non-conflicting, and interviewers do not doubt your authenticity. You intentionally think in a non-negative manner about your circumstances to create the best emotions, performance, and impressions. You do not allow your circumstances to have control over your attitude and ability to perform well.

2. What is the difference between traditional employment training and V.E.T.?

Traditional employment training develops a person's occupational and job search skills which are necessary for them to find a job and qualify for consideration. These include a person's credentials, image, elevator speech, resume, cover letter, networking, and interview skills.

V.E.T. develops a person's mental and emotional skills, which are necessary for them to perform a job, and determines if they are qualified (likeable) for hired - not just consideration. The distinction between these two types of training is important because employers hire people for their ability to perform well, not for their ability to find a job. If you lack the mindset skills to perform well, it will not matter to employers how good your resume and interview skills may be. There is no business justification to hire you.

When employers are deciding which finalist to hire, or which employee to promote or terminate, they are typically evaluating mindset and mental skills, including such things as attitude, personality, optimism, resilience, interpersonal abilities, commitment, sense of urgency, excitement, enthusiasm, confidence, gratitude, and so forth.

3. What are the objectives of the V.E.T. course?

The objective of this course is to help veterans find jobs faster and keep them longer. It does this by showing them how to reinvigorate their commitment and enthusiasm to perform well despite their circumstances.

The training encourages people beyond a mindset of wanting to complain about what they cannot control, and teaches them how to control what they can, which is how they think. They learn to think intentionally or in a non-negative manner about their circumstances, which in turn enhances their performance and impressions. They learn to prevent self-sabotaging behaviors that prolong unemployment.

4. How will this training improve the unemployment situation?

V.E.T. does not directly improve the unemployment situation. It directly improves a veteran's mental to better deal with the unemployment situation.

Although some employers are creating jobs, this cannot happen fast enough to resolve the unemployment situation completely. In addition, most experienced jobseekers have already completed traditional job search training. What has not been done, until now, is teach job hunters how to help themselves (beyond the mechanics of job search).

True recovery begins first from within. Through training that improves how people think, we are reinvigorating their resilience and self-motivation to persevere in looking for jobs, despite the unemployment situation. They are learning how not to give up despite the increased competition for fewer jobs, rejections, and news headlines that remind them on a daily basis about the slow recovery, record unemployment, foreclosures and so forth. We are teaching job hunters how to create their own advantages for success.

5. What are the benefits of this training to job hunters?

The benefits are not from the training, per se, but what job hunters do after they complete the training. If someone completes this course and refuses to change their bad thinking habits, they will not experience any immediate benefits. They will remain stuck in the same rut they were stuck in before the training. Sadly, not all job hunters are willing to help themselves. They want someone to give them a job without all of the work that goes into finding a job. This is unlikely to happen in this economy. However, if a job hunter takes this course seriously, and seeks additional help as they need it from career experts, here are some of the benefits they can expect:

- Avoid prolonged periods of unemployment.
- Find meaningful jobs faster and keep them longer.
- Demonstrate their right fit and chemistry to employers.
- Empower their best emotions to support the fulfillment of their intentions.
- Move beyond the barriers posed by any self-limiting beliefs.
- Persevere and perform well despite their difficult circumstances.
- Prevent procrastination and self-sabotaging behaviors.
- Enjoy higher levels of resilience, self-motivation, and natural engagement.
- Maintain a healthy attitude, sense of well being and fulfillment.

6. What benefits are there to employers that hire job hunters with a success mindset?

Even if employers do not yet know the term, success mindset, they have a good idea what it means, and selection processes are oriented toward weeding people out with the wrong mindset (beat down, defeated, doubtful, discouraged, etc.).

The primary benefit of V.E.T. to employers is that it helps to ensure they get more of the best talent they need. If a job hunter has developed the success mindset skills to perform well when looking for a job, they will take those same skills with them after they start their new job. Those employable mental skills will enable workers to persevere and perform well despite challenges posed by difficulties on the job. In fact, job hunters who have had this course may prove to be more resilient than existing workers. Here are some of the benefits job hunters with a success mindset can offer to employers:

- Clarity of purpose and career intentions.
- Realistic expectations regarding work conditions.
- Predisposed to avoid complaining about dissatisfactions.

- Oriented to persevere and perform well despite circumstances.
- Perceptive to organizational etiquette and expectations.
- Higher levels of resilience, self-reliance, motivation, and natural engagement.
- Predisposed to maintain good attitude and optimism.
- Avoidance of procrastination and self-sabotaging behaviors.

7. What research is this training based on?

V.E.T. is cognitive augmentation or emotion regulation achieved by improving how people interpret or assign meanings to what happens to them. It improves how people think, feel, and act. Because thoughts create emotions, and emotions urge performance, the idea is to teach people how to think in a manner that improves how they feel and how well they perform despite their circumstances. Psychologists may also refer to this as emotion regulation and/or meaning focused coping.

Described below in non-technical language are the primary areas of research that were instrumental in designing this course.

- **Mindfulness Based Stress Reduction (Kabat-Zinn):** By learning how to pay attention on purpose, stay in the present moment, and avoid being judgmental regarding the unfolding of experience, your increased mindfulness helps you cope well with stress, pain, and symptoms of PTSD. VET teaches job hunters how to increase their mindfulness to navigate the challenges, ambiguity, and complexities in life and career.
- **Effective Events Theory (Weiss and Cropanzo):** What you think about triggers your emotions, which affect your attitude, motivation, and performance. Your mood and personality help to moderate the intensity of your reaction to what happens. People scoring higher on emotional stability are predisposed to be more tolerant of their circumstances. VET develops a job hunter's emotional stability to improve their attitude, motivation, and performance.
- **Positive Psychology (Seligman and Peterson):** You do not live in response to your circumstances, but in response to your emotions caused by what you think about your circumstances. Circumstances are meaningless until you assign them a meaning and react. By improving how you think in a non-negative manner about your circumstances, you can improve how you feel and the effectiveness of what you do. V.E.T. develops a job hunter's predisposition to think non-negatively (realistically and optimistically) about their circumstances.
- **Self-Efficacy (Bandura):** If you believe you have control over your own actions and decisions to rule your life and career, your thoughts in this regard result in higher levels of self-efficacy, which is the belief in your ability to succeed. When your self-efficacy is high, you tend to approach your purposes with greater resolve and you will persevere and perform well despite your challenges. Rather than avoid challenges, you rise above them with the idea of mastering them. If your self-efficacy is low, or you have the inability to persevere and perform well, you tend to believe your own actions and decision to rule your life and career are not entirely in your hands. V.E.T. teaches job hunters how to achieve higher levels of self-efficacy by reinforcing the idea no one can control what they think in order to manage their

career and fulfill their purposes. Circumstances are secondary to their thoughts about them.

- **Resilience (Seibert):** Your ability to quickly bounce back from adversity is aided by your seven resiliency strengths which occur naturally, but can be developed and utilized intentionally to persevere despite your circumstances. V.E.T. teaches job hunters how to develop and replenish their 7 resiliency strengths.
- **Inner Work Life (Amabile and Kramer)** By control of your thoughts and emotions (inner work life) it is possible to improve your performance despite challenges posed by other people or your circumstances. V.E.T. teaches job hunters how to self-regulate their thoughts and emotions to improve performance and impressions.
- **Purpose / Authentic Vocation (Levinson and Bench):** The pursuit of individual purposes is the enabler of your self-motivation, natural engagement, and enduring resilience to persevere and perform well. Authenticity in this regard is the pathway to career fulfillment, as opposed to devoting oneself to the fulfillment of another's purposes. V.E.T. teaches job hunters how to discern their individual purposes to achieve authentic vocation.
- **Self-Transcendence (Maslow):** By learning how to stop complaining, let go of thoughts that hold you back, suspend making judgments, and view your circumstances from a higher and broader perspective, you can enable yourself to rise above your difficult circumstances and grow into your unfulfilled potential. VET teaches job hunters how to reason and recognize the agreeable middle ground rather than complain about not being made satisfied.

By teaching jobless and transitioning veterans how to self-regulate their thoughts and emotions or mental fitness to achieve higher levels of mindfulness and self-efficacy, it is possible for them to create and utilize higher levels of self-motivation, natural engagement, and enduring resilience to persevere and perform well despite their circumstances. They learn how to self-transcend the difficult economy and job market to find a job and fulfill their individual purposes for working.

8. What do people learn when taking this training course?

The program includes an expanding base of self-paced modules supplemented with multi-media learning tools and resources. Each module can take as little as 30 minutes to complete, or more than two hours if you take advantage of all the various and interactive features. It all depends on what you would like to learn. The more time you put into the course, the more you are likely to benefit from it.

Learning is based around four tipping points. Tipping points are the little things you do that make a big difference. Here are those four tipping points:

1. You know what you desire. No one can help you if you do not know what type of job you desire. In fact, you cannot even help yourself.
2. You believe you will get it. No one will want to help you if you do not believe in yourself, or your ability to find the job you desire.

3. You manage against self-doubts. If you allow doubts and disbeliefs to trouble your thinking, and slow you down, then other people will have doubts about you.
4. Other people want to help you. When you develop the mindset to do these things the right way, other people want to help you, and begin to help you, and that is when you ultimately find your job - when you have completed all four tipping points.

The tipping points help to structure the training course and content. Clarifying your purposes for working helps you to visualize the job you desire. Developing your mindset skills helps to strengthen your beliefs about getting your job, and enables you to prevent doubts and disbeliefs from interfering with your efforts. You learn how to persevere and perform well despite the challenges associated with looking for work during a difficult job market. Finally, you learn about staffing etiquette. How to fulfill the employer's expectations related to right fit and chemistry.

- **Slide Videos**

As you work through each of the four modules, you will have access to several slide videos. In those videos, you will hear real world stories from people who have taken the course, and how it helped them to find jobs. What they thought was most challenging to learn, and how improving their mindset transformed their everyday lives.

Career Self Hypnosis Audios

Included in the course are two career self-hypnosis audios you can download and use as often as necessary. We recommend using these audios twice daily - once in the morning, and then just before going to bed.

Included are instructions to explain how the audios work, and how you can get the most from them to prevent procrastination, build confidence, and eliminate stress caused when looking for work.

These audios are very similar to the hypnotherapy audios used to help people reduce weight, stop smoking, and eliminate phobias. These audios have been in use by career coaches for six years and they have proven to be very helpful to people.

- **Career Coaching Exercises**

In addition to the audios, you will have the opportunity to complete and print or download and manually fill out several professional career coaching exercises that build your self-awareness regarding purpose, mindset, optimism and resilience. These are great tools to use when discussing your career plans with mentors or career services.

- **Customized Articles**

You will also have the opportunity to download and read several customized articles that further discuss how to create and maintain your success mindset. The articles incorporate real world stories about job hunters that have completed this new training, and they will be refreshed each year.

- **Staffing Etiquette**

When we talk about staffing etiquette, we are not referring to social etiquette. We are referring to what the employer is expecting you to do, but without telling you what that is.

Employers intentionally do not publish all of their expectations because they want to observe candidly what you do and how well you do it in comparison to other job hunters. However, not knowing what to expect or what the employer wants you to do is the biggest cause of interview anxiety. Your troubled thoughts and uncertainties cause the worst emotions of fear, worry, doubt, and anger - that causes your poor performance. When you have doubts, it causes the employer to have doubts about you.

V.E.T. has solved this problem. You learn what to do, how to do it and when in order to fulfill all of the employer's expectations. You do that by fulfilling 12 rules of staffing etiquette at certain points during the five steps of the staffing process.

Because you have advance knowledge about how to fulfill the employer's expectations, this allows you to plan your approach to each employer. As a result, you prevent interview anxiety and increase your confidence when interacting with interviewers. This gives you a definite advantage compared to job hunters that do not complete this training.

9. What is career self-hypnosis?

This is a self-help audio resource. It helps job hunters to relax and improve how they think. Self-hypnosis audios have become highly popular and any course that proposes to improve how people think would lack credibility without them. Amazon.com sells numerous self-hypnosis audios online for people to lose weight, control addictions, prevent compulsive behaviors, build confidence, reduce anxiety, overcome the fear of flying, prevent lying, develop their inner golf game, you name it and someone has a self-hypnosis audio for it. We are offering the first self-hypnosis audios that teach people how to deal with the challenges associated with finding jobs during a difficult economy. We think this is important.

For anyone new to hypnotherapy, the term may sound like mind control or stage trickery. However, for over 100-years, the helping professions such as medicine and psychiatry have relied on hypnotherapy to treat millions of people suffering from pain, anxiety, disease, addictions and phobias. In addition, research from Harvard Medical School has paved the way for hospitals to use clinical hypnotherapy as an alternative to anesthesia during surgeries.

Anxiety and poor performance when searching for a job are the consequences of bad thinking habits. A person's thoughts and beliefs are the source of their emotions, which determine what they do and how well they do it. If not properly regulated, the wrong thoughts can create the worst emotions that interfere with good performance.

V.E.T. improves how people self-regulate their thinking to avoid these problems so they are able to find jobs faster. The challenge with this is that the average person processes over 60,000 thoughts each day, and it is impossible to determine which of those thoughts caused the performance problem. The idea of self-hypnosis is for the learner

to introduce new thoughts into their mind for consideration. Referred to as suggestions, these new thoughts are nothing more than positive affirmations. Here are some examples:

- I am getting better and stronger every day.
- I feel encouraged, and continue to think more positively each day.
- I have no limitations and my optimism gives me an advantage.
- Other people are willing and eager to assist me in my efforts.
- My qualifications, abilities and personality are in demand.

Any job hunter who reads these affirmations, or listens to them, is likely to have thoughts like these: *This is stupid. This won't help me to find a job. This won't work. I don't believe this psycho babble. I don't feel encouraged. I do have limitations. No one wants to hire me.*

Each hour of every day, hundreds of negative thoughts like these automatically pop into a job hunter's mind. In fact, over 90 percent of those 60,000 thoughts a person processes each day will be less than positive. While this internal resistance is normal, if left uncontrolled, it culminates into fear, worry, procrastination, poor performance, ill health, and self-sabotaging behaviors that cause prolonged unemployment.

These self-opposing thoughts originate from the non-conscious or subconscious mind. Its goal is to keep the job hunter safe and unproductive in their comfort zone, as opposed to trying something new, which may result in taking a risk or having to perform more work. The solution to rise above this problem involves the jobseeker relaxing deeply - almost to the point of falling asleep - at which time, the non-conscious mind is less resistant to accept the positive suggestions. The automatic defenses of the mind are relaxed.

Career self-hypnosis audios provide a convenient resource that helps the jobseeker to relax deeply and listen to positive affirmations, which eventually take root in their mind. The results are not immediate but begin to happen over time, provided the jobseeker routinely uses the audios as a resource. It only works for people who allow themselves to accept suggestions. No one can be hypnotized if they do not want to be hypnotized.

10. Can anyone take the V.E.T. course?

V.E.T. is available online to all veterans through any career school or college that is licensed to offer this curriculum. If a particular school does not yet offer V.E.T., please send an email to info@careercontentment.com and we will notify you regarding which school to contact.

11. How often will people need to take the course?

It depends on the person. If the learner responds well to the training, they only need to take the course once. If a learner is resistant to change or has difficulties changing any bad thinking habits, they may want to take the course more than once. We encourage veterans to visit the virtual classroom often - even after they get a job - as the content will be refreshed and expanded quite often with new and interesting resources. Their enrollment lasts as long as we have sponsors to make the V.E.T. resources available.

As such, V.E.T. is not a one-time event. Rather, V.E.T. is a continuing career resource that is exclusive to all military families for their entire career.

12. Why has the V.E.T. course not been available before this?

Employment training has historically focused on developing occupational and job search skills. Subsequent to the *Great Recession* of 2008, career experts have realized the necessity of developing a person's mental fitness for the rigors of unemployment and career, but doing so is much more complicated than simply teaching you how to write a resume, polish your image, or interview well. Until recently, no one had tackled the challenge of how to improve a person's mental skills related to employment and career.

Training to strengthen a job hunter's mental fitness surfaced only recently thanks to advancements in brain scanning technology, and its use in neuroscience and psychological research. These advancements began to take place during what scientists refer to as the *Decade of the Brain*. The period beginning in 1990 and continuing today has produced over 95 percent of our total knowledge about the brain. This has enabled tremendous advances in brain research, enabling experts to tackle some of society's most pressing problems, including our developing understanding of *non-local* consciousness to affect improved attitude and performance.

Beginning in 2002, author and career expert Jeff Garton began utilizing the new data to formulate theories related to employment and career. His discussions with leading psychiatrists and psychologists like Dr. Richard Petty and Dr. Chris Peterson led to a pioneering book published by the American Society for Training and Development (ASTD), and became the foundation for success mindset training for the unemployed and job changers.

In 2010, after several years of piloting the supplemental mindset training, the Illinois Department of Employment Security (IDES) participated in a redesign of this specialized course for online learning, after which the course was put into broad distribution to all Illinois residents as *Jobseeker Success Mindset Training* (JSMT).

In 2012, VetPower.org, a 501c3 military nonprofit organization, began the process of customizing the JSMT course, graphics, and narration to enhance its relevance and appeal to those with a military background. The course customization involved a focus group of veterans from all branches of the military, and online delivery of the new Vet Empowerment Training is to begin in 2013 and 2014, contingent on the help of nonprofit distributors, corporate sponsors, academic institutions, and veteran service representatives.

***For additional information, please contact Jeff Garton:
jeffgarton@careercontentment.com, (847) 708-5766.***