



The Noble Self Sustainer lives on the pillars of integrity and honor. As such, he believes that it’s a citizen’s duty to serve; so he did. Cautious by nature, his version of the good life includes staying close to what he knows, which for him means working for a construction company in Arizona, where he grew up, and raising his four children.

After the military, he used the GI Bill to take a few classes but opted to take on more hours at work instead of pursuing a degree.

This kind of person feels a deep and keen responsibility for (and sense of pride around) taking care of himself and his family; being a provider.



ANXIETY LEVELS (I.E. OPPORTUNITIES TO SUPPORT)



COMMON NEEDS & BEHAVIORS

- To have a stable career and lifestyle
 - To find love and support, likely in the form of a partner
- To support my family — which is impossible with this current salary and lifestyle
- Less theory and more practical knowledge about how to get to where I want to go and tactical information about what to do when I get there
 - A job and a short-term housing option while I save for a house
 - To secure healthcare fast and without hassle for my family and I'll benefit from it as well, I guess
 - CROSS CULTURAL COMPETENCY** training is especially important for me to be able to thrive in a largely civilian/ non-military environment; "I can't just yell at my employees like we did in the military"
- My decision making is chiefly driven by my focus on supporting my spouse / my family.
 - I'm not going to take your "handouts", VA
 - To recall my military service quietly and not “be a veteran”; I'm leading with a different identity. I'm a civilian who once served in the military.
 - Learn to manage stress levels; not avoid them
 - A buddy or old co-worker to connect me to a job that I can then excel in
 - I will need some help with my **NON-COGNITIVE SKILLS** in order to mitigate stressors with civilians
- To move up the chain and make more money. A meritocracy; to earn my position
 - To take time for myself — alone — in the woods
 - Learn to balance life and work without burning myself out, another **NON-COGNITIVE SKILL** that I need to learn
 - To maintain family ties, as they are my closest social support outside of work
 - Aim to be a good supportive spouse. I want to keep my marriage and it's a priority for me.
- I'm not going to anticipate the identity crisis I will feel as I go through retirement
 - Support during post-retirement identity crisis or loss of my partner, potentially in extended family or friendships that I haven’t spent time developing while being a full time father and husband
 - To continue to have the freedom and resources to travel and to have hobbies; not feel the need to change the world
 - I need to raise my children with the values I have: honor, integrity, discipline

PLAYBOOK FOR REACHING OUT

TONE/LANGUAGE

- Reminders that using VA Care is a huge source of support (if even back-up) for you and your family.
- Language that frames services not as hand-outs, but as earned resources and options for if and when you could use a bit of help.
- Facts and figures about the cost-effectiveness of VA care
- Say patriot, not veteran

COMMON SOURCES OF SUPPORT

- My immediate family or my wife’s friends, who are often the only social outlet I have outside of work
- My co-workers’ advice or time spent listening
- Myself and my self-confidence that stems from my career and being able to provide support to my family
- The Gym
- Throwing myself into my work

RISK FACTORS

- Losing my job, which is my identity and the way I spend my time
- Losing my partner: my closest friend and one of if not the only person whom I open up to
- Not knowing how to reach out for support if and when I need it or not recognizing the need
- Financial hardship, notably economic crashes and/or recessions

DO I IDENTIFY AS A VETERAN?

NOT OUT LOUD. I joined the military to serve my country; I’m proud and quiet about my time spent in service. Most days, I miss it.

WHAT’S MY VIEW OF VA?

The VA is there to take care of those injured gravely during battle. Everyone else is taking advantage of taxpayer money.

"We had family back here so we weren't too worried about it. That's pretty standard. You don't have a job lined up. That was the only thing that felt unstable"

- Kellen | Salt Lake City, UT

"I was approached by a lot of people who told me to sign up for VA, but - I don’t have a need. I’m healthy, my civilian employment has me taken care of. How much can they take care without questioning the legitimacy of it?"

- Carsen | Burbank CA

It was an era of desperation: I had to find it, get it going; start making some money. Our second son when he was born was very premature. I had more in hospital bills than i made in a year so i couldn’t sign back up for service i had to go get a real job.

Colin | Salt Lake City, UT