

# # The Veteran Advantage: How Military Experience Shapes Our Service Excellence

*June 05, 2024 | By Matthew Brannon | Company Values, Veteran-Owned*

## Introduction

When I founded Cloud Generalist after transitioning from military service as an Army Ranger, I brought with me more than just technical expertise. I carried forward a set of core principles that had been forged through rigorous training and real-world operations—principles that now form the foundation of our company culture and service approach. The military experience shapes leaders in distinctive ways that translate remarkably well to business excellence, particularly in the demanding and rapidly evolving cloud communications industry.

The values instilled during military service—integrity, discipline, adaptability, and unwavering commitment to mission success—have become competitive advantages that differentiate Cloud Generalist in the marketplace. These principles influence every aspect of our operation, from how we approach client engagements to how we build and develop our teams. This article explores how these military-derived values translate into tangible benefits for our clients and contribute to our consistent record of successful outcomes.

## Core Military Principles in Business Application

### Mission-Focused Planning and Execution

In military operations, clarity of mission is paramount. Every operation begins with a clear understanding of objectives, constraints, and measures of success. This mission-focused approach translates directly to how we manage client engagements.

For every project we undertake, we establish well-defined objectives that align with our clients' strategic goals. We develop comprehensive implementation plans that account for contingencies and potential obstacles. Throughout execution, we maintain unwavering focus on the desired outcomes, adjusting tactics as necessary while never losing sight of the strategic objectives.

This discipline has proven particularly valuable in complex cloud migration projects, where competing priorities and unforeseen technical challenges can easily derail progress. Our clients benefit from our ability to maintain strategic focus amid the inevitable complications that arise during transformative technology initiatives.

### Disciplined Process Adherence

Military operations depend on standardized processes that ensure consistency and reliability under pressure. This process discipline has become a hallmark of Cloud Generalist's implementation

methodology.

We've developed rigorous frameworks for each service we provide, from contact center migrations to omnichannel strategy development. These frameworks incorporate best practices, compliance requirements, and risk mitigation measures that we've refined through hundreds of successful engagements. Our team members follow these processes consistently while maintaining the flexibility to adapt to unique client circumstances.

This balance of process discipline and adaptability allows us to deliver predictable results while addressing the specific needs of each client environment. It's particularly valuable in regulated industries where compliance requirements add layers of complexity to technology implementations.

## **Team-Based Performance Culture**

Military units succeed through coordinated effort and mutual support, with each member understanding both individual responsibilities and the collective mission. This team-based performance model forms the basis of our project delivery approach.

We assemble cross-functional teams with complementary skills tailored to each engagement's requirements. Team members operate with clear accountability for their areas of responsibility while maintaining awareness of the broader project context. Leadership rotates based on the phase of work, ensuring that the right expertise guides each stage of implementation.

This approach enables us to deploy specialized expertise precisely when and where it's needed, creating efficiencies that benefit our clients through faster implementations and more innovative solutions. The emphasis on mutual support ensures that no aspect of a project suffers from resource constraints or knowledge gaps.

## **Rigorous Risk Management**

Military planning incorporates thorough risk assessment and contingency development. This mindset has become integral to our project methodology and change management approach.

For every engagement, we conduct comprehensive risk assessments that consider technical, operational, and organizational factors. We develop specific mitigation strategies for identified risks and establish triggers for contingency plan activation. Throughout implementation, we continuously monitor risk indicators and adjust our approach accordingly.

This proactive risk management has proven invaluable in complex technology transformations, where unforeseen complications can easily derail timelines and budgets. Our clients benefit from smoother implementations with fewer disruptions to their operations and more predictable outcomes.

# **Military Values in Client Relationships**

## **Integrity in All Interactions**

The military instills uncompromising integrity as a core value—honesty and ethical conduct are non-

negotiable. This principle guides all our client interactions and business practices.

We provide transparent assessments of project requirements, timelines, and potential challenges, even when they may not align with what clients initially hope to hear. We acknowledge limitations in our capabilities and recommend alternative approaches when appropriate. We hold ourselves accountable for results and take ownership of issues when they arise.

This commitment to integrity has built lasting trust with our clients, many of whom have worked with us across multiple projects and referred us to their industry peers. In a market where overpromising and underdelivering are unfortunately common, our straightforward approach stands out as a differentiator.

## **Commitment to Client Success**

Military service instills a deep sense of duty and commitment to mission accomplishment. At Cloud Generalist, this translates to an unwavering focus on our clients' success.

We define success not by project completion metrics alone, but by the business outcomes our clients achieve through the technologies we implement. We maintain engagement beyond initial deployment, ensuring that solutions deliver their intended value and that client teams can effectively leverage new capabilities. When challenges arise, we commit whatever resources are necessary to resolve them. This dedication to outcomes rather than deliverables has been particularly valuable for clients implementing transformative technologies like AI-enhanced contact centers or omnichannel engagement platforms, where success depends on adoption and utilization as much as technical implementation.

## **Adaptability Under Pressure**

Military operations require flexibility and rapid adaptation to changing circumstances. This adaptive capability has become one of our most valued service characteristics in the fast-moving cloud technology landscape.

We maintain awareness of evolving technology capabilities, regulatory requirements, and market dynamics that could impact our clients' implementations. When unexpected challenges arise during project execution, we rapidly assess options and implement solutions without becoming paralyzed by uncertainty. When client priorities shift, we adjust our approach accordingly without losing momentum.

This adaptability has proven especially valuable during global disruptions like the pandemic, when client needs evolved rapidly and implementation conditions changed dramatically. Our ability to maintain progress amid uncertainty provided stability during challenging times.

## **Building a Veteran-Inclusive Organization**

Our commitment to military values extends to our hiring and development practices. We actively

recruit veterans across all roles, recognizing the unique perspectives and capabilities they bring to our organization.

Veterans currently comprise approximately 35% of our workforce, serving in technical, consulting, and leadership roles throughout the company. We've developed specialized onboarding programs that help translate military experience into our business context, and we maintain partnerships with veteran transition organizations to expand our recruiting pipeline.

This commitment benefits our company by bringing in team members with proven leadership capabilities, technical aptitude, and the core values that align with our culture. It also provides meaningful career opportunities for veterans transitioning to civilian roles, allowing them to leverage their military experience in a new context.

## Client Perspectives on the Veteran Advantage

Our clients consistently highlight several advantages they experience from working with a veteran-led and veteran-inclusive organization:

"The level of accountability at Cloud Generalist is unlike anything we've experienced with other consultancies. When they commit to a timeline or deliverable, we know with certainty it will happen."

— CIO, Healthcare Provider

"Their ability to maintain focus and progress during our complex merger integration was remarkable. While other vendors became overwhelmed by the constantly changing requirements, the Cloud Generalist team adapted their approach without losing momentum." — VP of Technology, Financial Services Firm

"The clarity of communication sets them apart. We always know exactly where we stand on projects, what the next steps are, and what's expected from our team." — Director of Customer Experience, Retail Organization

## Conclusion

The principles and values instilled through military service have become fundamental to Cloud Generalist's identity and approach. They influence how we structure our operations, deliver our services, and build our teams. Most importantly, they shape the experience our clients have when working with us.

As technology continues to evolve at an accelerating pace, these foundational elements provide stability and consistency that our clients can rely on. The discipline, integrity, adaptability, and commitment that characterize military service translate directly into business value through more reliable implementations, better risk management, and stronger outcomes.

In founding Cloud Generalist, I sought to create an organization that would honor these principles while delivering exceptional technology solutions. As we continue to grow, these military-derived

values remain at the core of our approach, guiding our evolution and ensuring that we maintain the service excellence our clients have come to expect.

## About the Author

**Matthew Brannon** is the Founder and CEO of Cloud Generalist. With over 20 years of experience in customer experience innovation and a background as an Army Ranger, Matthew specializes in helping organizations develop unified engagement strategies that drive measurable business outcomes.

**Interested in learning more about our approach?** [Contact us](#) to schedule a conversation about your cloud communications objectives.

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