

Wells Fargo Buddy Program

Executive Summary

Background

Wells Fargo recognized that military members may face distinct and unique challenges when they transition to corporate life, including, but not limited to:

- Cultural, organizational, and ‘ways of working’ differences that can affect military members’ ability to perform at their best.
- Lifestyle adjustments and additional external stressors not traditionally experienced by new hires.
- How to navigate and become proficient with complex systems, tools, and processes.

Wells Fargo wanted to address these potential challenges in order to develop ways to position new veteran hires to successfully transition to a new career and corporate life.

Approach

The Wells Fargo Veteran Team Member Network (VTMN) explored various solutions. The military practice to assign a buddy to new military members stood out as an excellent opportunity for Wells Fargo to support veteran team members. In the military, the buddy helps relocating personnel acclimate to a new base or post, with the idea that they help each other and have each other’s back. In the work setting, a military buddy can provide more personal support to a new military or veteran team member to help their transition into the workforce.

Program

Team members who are passionate about helping veterans succeed can sign up as buddy volunteers and are provided with supportive material. The Military Talent Strategic Sourcing team in Human Resources matches the buddies to newly hired or intern veterans. The buddy provides general guidance on questions such as:

- How do I check my pay voucher or set up my 401(K)?
- What does this acronym mean?
- Why does Wells Fargo...?

Buddies can meet in person, if located in the same area, or over the phone. Buddy Program leaders collaborate with the Talent Acquisition Strategy & Delivery team to establish guidelines and support for the buddies and the new veteran team members, respectively.

Results

Since the Buddy Program rollout in March of 2019, the initial retention rates for new veteran team members has increased. Participants expressed gratitude for a program that helps them transition successfully, and feel valued, included, and supported. The Buddy Program is an example of Wells Fargo’s ongoing commitment to diversity and inclusion.