



NVBDC Services Committee

From Foundation to Growth Building Talent with H.O.P.E and Vanguard Rising



Today's Agenda

- Opening Remarks
- Meet Our Presenter
- Presentation
- Q&A
- Wrap-Up



NVBDC 3.0 – Mission: POSSIBLE

The Next Evolution of Veteran Business Development

Building the future of veteran entrepreneurship through innovation, collaboration, and measurable impact.

NVBDC 3.0 Priorities

1. Strengthen Certification
2. Accelerate Business Growth
3. Expand Supplier Procurement Opportunities
4. Drive Innovation
5. Build Strategic Partnerships

Our Vision

POSSIBLE means empowering veteran-owned businesses to compete, grow, and succeed through certification, education, strategic partnerships, supplier procurement opportunities, and innovation.

NVBDC 3.0 is the blueprint for the next generation of veteran business success.

Today's Webinar Includes Live Polls

Polls will appear in a *Slido* pop-up throughout the presentation.

When prompted, please keep the pop-up open and join the conversation!



Meet Our Presenter



Robyn J. Grable

Founder & CEO

The ASCEND Collective





From Foundation to Growth: Building Talent with H.O.P.E. and Vanguard Rising

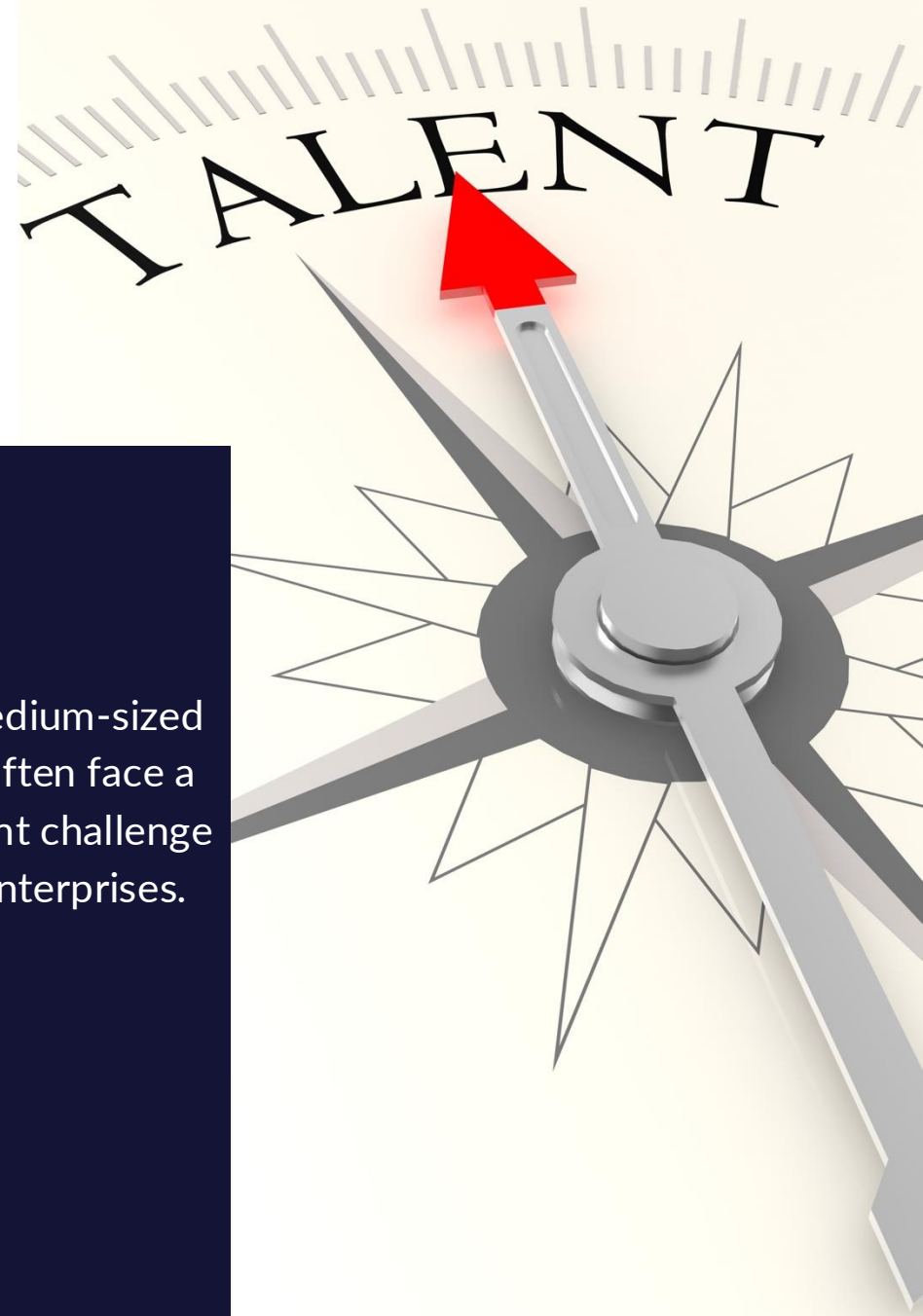


Why This Matters

The Talent Challenge for
Small and Mid-Sized
Businesses



Small and medium-sized
businesses often face a
different talent challenge
than large enterprises.



The H.O.P.E. Model

Hiring, Onboarding,
Performance, Engagement



Character

First Foundation of Trust



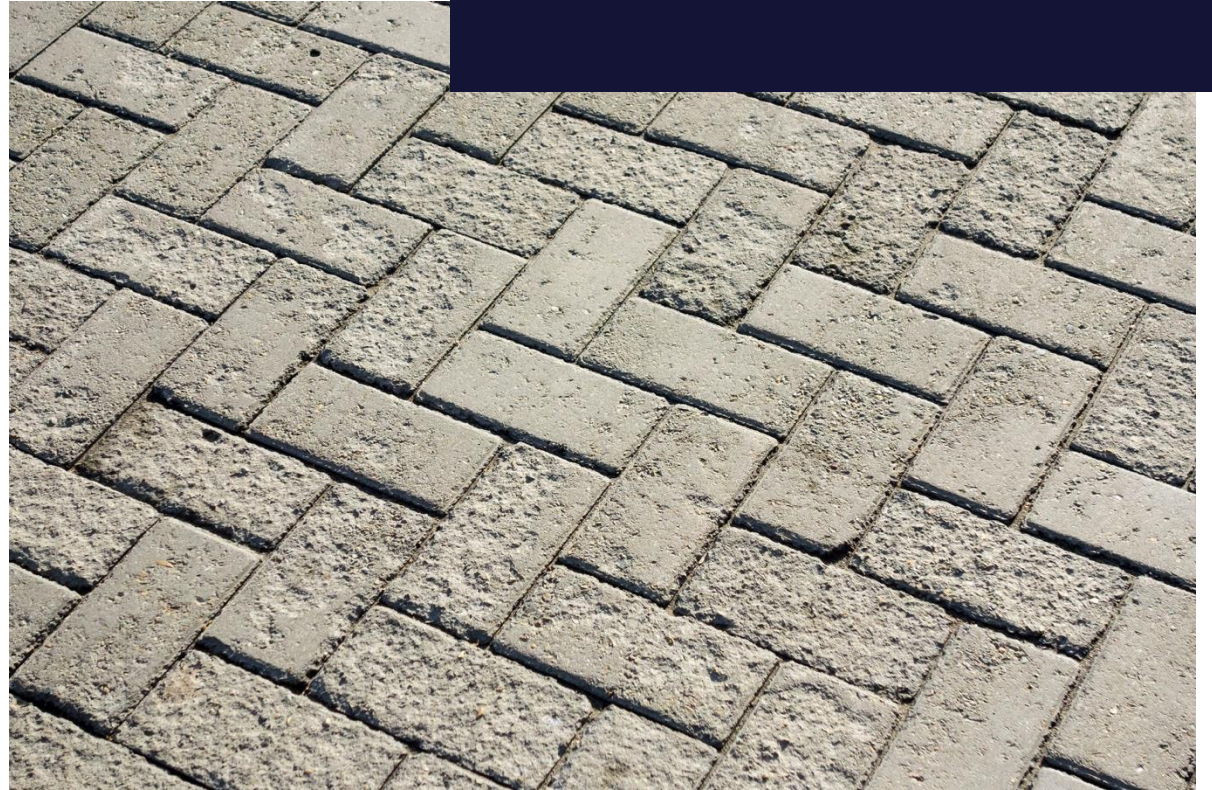
Competence

Capability, Skill, and
Readiness



Consistency

The Difference Between
Potential and Dependability



Communication

The Hidden Multiplier



Interactive Reflection

Which C Is Most at Risk in
Your Business?



Think about your team,
your hiring, and your
growth goals.



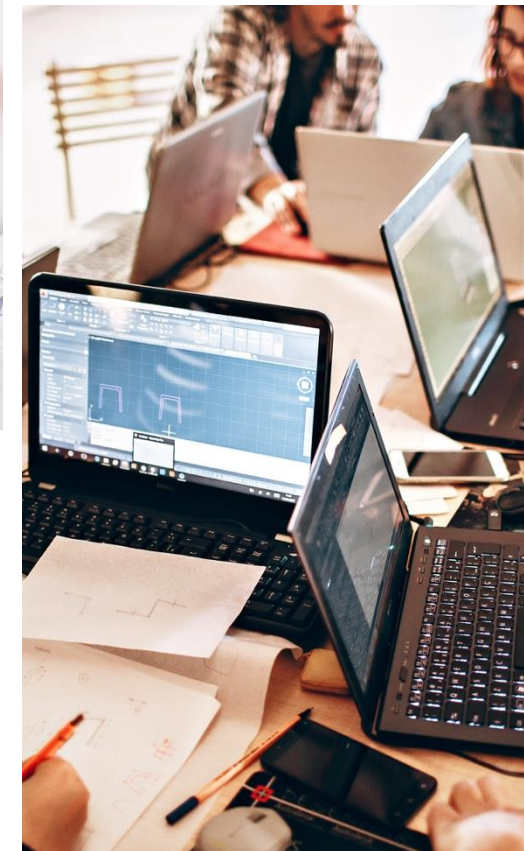
The Gap Most Businesses Face

Wanting Growth Without
Space to Build Capability



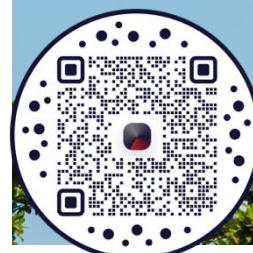
What Is Vanguard Rising?

Get Work Done. See Talent in Action.



Why This Matters for Veteran-Owned Businesses

Better Signal, Lower Risk,
Shared Value



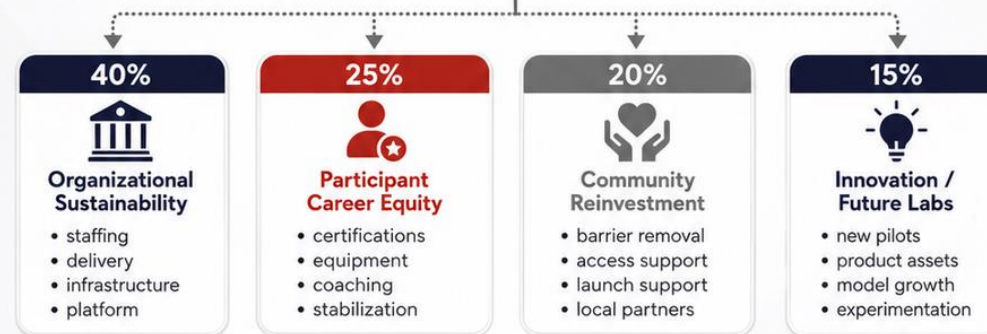
What a Lab Can Look Like

Examples for Small and
Mid-Sized Businesses



Vanguard Rising The Capability Exchange

A Regenerative Funding Model for Vanguard Rising

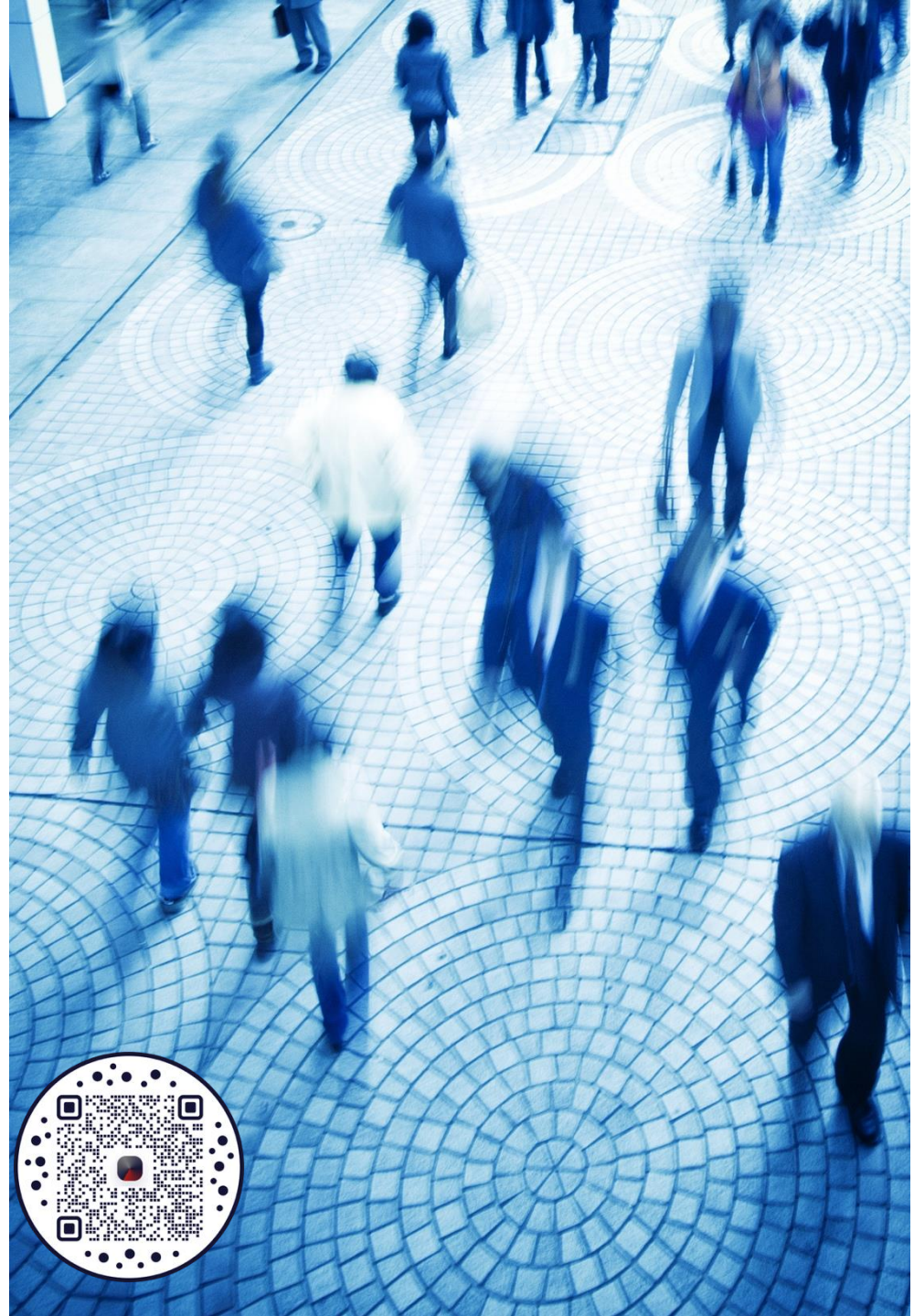
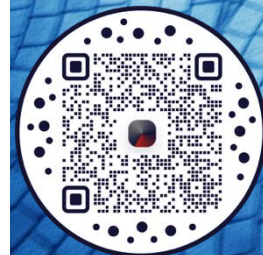


Core Shift

From: raise money → run program → prove impact → raise again
To: create value → validate contribution → distribute value → reinvest

What Employers Get to Observe

The Four Cs in Talent Motion



The Business Case

Why This Is Smart, Not Just Meaningful



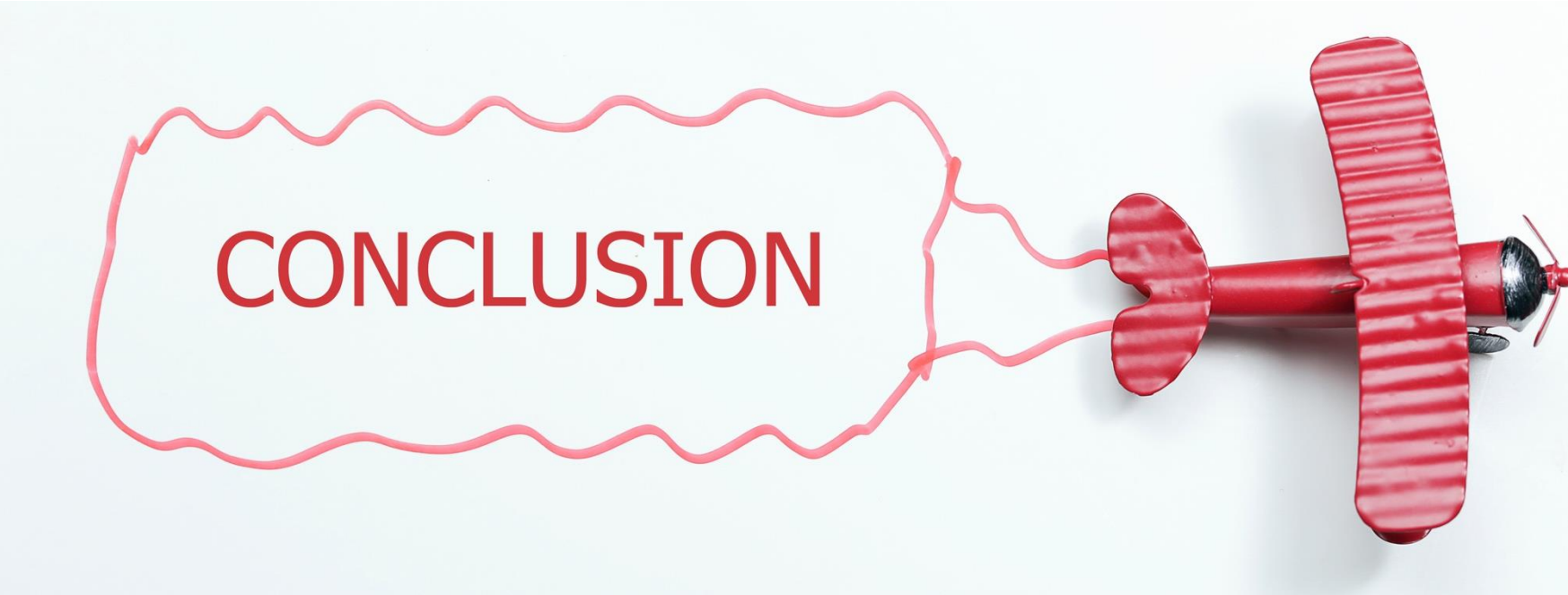
Two Immediately Applicable Takeaways

What You Can Do Next



Conclusion

Build the Foundation.
Then Build the Future.



CONCLUSION



Thank You

Robyn J Grable

U.S. Navy veteran and Military spouse

robyn@theascendcollective.org



theASCENDcollective.org/vanguard-rising





Q & A



NVBDC Events



View All Events &
Register Today!

NVBDC.org/events

Upcoming Webinars:

- **AI Advantage 101: Using Artificial Intelligence To Grow and Scale**
Tuesday, July 14 – 11:00 a.m. to 1:00 p.m. ET
- **AI Advantage 201** – *Registration Opening Soon*
Thursday, July 23 – 11:00 a.m. to 1:00 p.m. ET
- **How To Do Business With Target** – *Registration Opening Soon*
Thursday, August 6 – 11:00 a.m. to 12:30 p.m. ET

SAVE THE DATE!

- **2026 National Veteran Business Matchmaking Conference & Veteran Marketplace**
October 5 - 6, 2026
Detroit, MI

Veteran-to-Veteran LinkedIn Group



A place for NVBDC Certified SD/VOB's to connect, build relationships and share business successes and challenges.

Corporate Members are encouraged to join and participate in the conversation!



We value your feedback!



Scan here or visit
bit.ly/49cMMKn

Please take a moment to complete our post-event survey. It only takes a few minutes and helps us improve future programming, resources and engagement opportunities.

Your input helps us better serve the Veteran business community!



Meet the Team



John ("JT") E. Taylor
Services Committee Chairman
NVBDC Board of Directors



LTC (Ret) Kathryn M. Poynton
Director, MVO Task Force
NVBDC Board of Directors



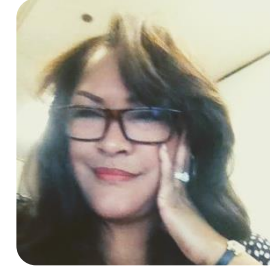
**Annette Stevenson, US Army
Veteran, CPSD, C.P.M.**
NVBDC Board of Directors
Services Committee



David Brazda
Co-Treasurer, NVBDC
NVBDC Board of Directors



Tammi Hart
Senior Vice President, NVBDC
Services Committee



Toni Moses
Relationship Manager,
Certification Committee
Services Committee





Thank You For Joining Us Today!

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