



# Ensuring Onboarding Success

The demographics of the driver pool are changing and are bringing new risks into the industry. We'll discuss successful onboarding methods for HR and safety teams to work together and coach new recruits into being your best employees

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# Crystal Ball Reading 101



Trying to determine if a driver will stay with your company is like reading a crystal ball.  
It requires **FOCUS** , **INTUITION** and **CLARITY**.  
We have a *Monthly Forecasting Meeting* just for this purpose



# This is what we have: Stat Chat

- 3.5 million Truck drivers in the US
- Of those only 5.8 % are women
- The average age of a truck driver is 49
- 4.9% of drivers are 20 – 24 years old
- Truck driving jobs are the most common in 29 states
- The average annual income of a truck driver is \$41,310
- WE HAVE A SHORTAGE OF 50,000 DRIVERS
- THE TURNOVER IS 98%. There lies the problem!
- Truckers haul about 70% of all the nations' freight
- They drive an average of 125,000 miles a year
- They spend 240 nights a year on the road
- 93 million miles are driven a year by truck drivers
- That is 195,713 trips around the moon.





## We need to:

- Make our communications mobile friendly
- Search Engine Optimization
- 75% of drivers and their mates check Facebook daily
- Use incentives to attract drivers and make them profitable
- Provide good equipment to operate
- Maintain a good reputation with our drivers
- Invest in marketing (particularly to the mates at home)
- Make a good first impression. Positive On boarding will increase your chances by 22% of the new driver staying 6 months or longer



# The more you do to help drivers, the better for your company

- Be nurturing – stay connected
- Communications with your drivers are one of the most important skills that you can possess.
- Get personal and take an interest in your folks. When your drivers are on the road for a long time, your company might feel like the only family that they have.
- We all need to appreciate what our drivers do for us!







# How do we reach out to them and recruit them into our company

- Off Site Recruiting
- Road Recruiting
- Sign-on Bonuses
- Radio and Television Advertisement
- Trade Shows
- Word of Mouth
- Incentives
- Social Media





# What are our criteria to accept and hire a driver? (Watcha do with what you got)

*Decide how much risk you are willing to take when making a decision to hire someone*

- ▶ Do you wait 30 days? Can you wait 30 days?
- ▶ Do you take younger ones?
- ▶ Test for tenacity – Give your potential new hires quizzes to see how focused they will be at their job
- ▶ Do you use driving school as a pool to draw from?
- ▶ With an aging work force, when do you start hiring less experienced drivers?



## Show me the \$\$MONEY\$\$!

- Discuss life on the road and what is expected of them
- Let them know who to talk to when they have problems or issues
- Driver Picks his loads - Passengers – Free Medical
- Bonuses – Pay Daily – Allow Pets in Trucks
- ***They have a great responsibility; so do we. Let's make it a good profitable experience worth continuing for all of us***







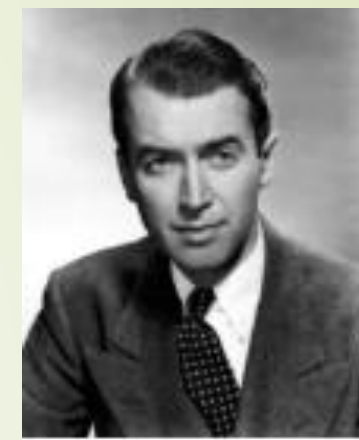
# What do we do with them once they are in our company?

- Orientation – In House
- Orientation electronically
- Electronic Company manuals that is easily downloadable
- Pay Good - Educate - Retain
- Be personal and empathetic
- Understand your driver
- Coach and keep using training videos
- Have good rapport - talk with your drivers daily
- Start a driver forum
- MVR (CSI Trucking) Dig for information – Know your candidate

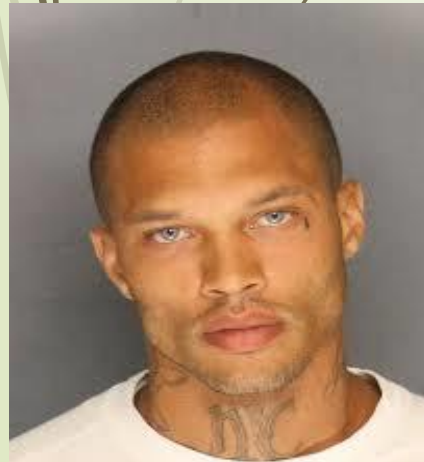




You are a mirror image of the five people that you hang around the most.



Good or Bad, the choice is yours







# Medical Concerns

- ▶ Do you have Health insurance?
- ▶ Stats on health and age
- ▶ Drugs, alcohol and depression
- ▶ Truckers get sick and injured a lot
- ▶ Post traumatic stress disorder
- ▶ Loneliness
- ▶ Medications





# Special Medical Concerns

- ▶ Do you honor sleep apnea?





Do you know this guy?







# Medical Concerns continued

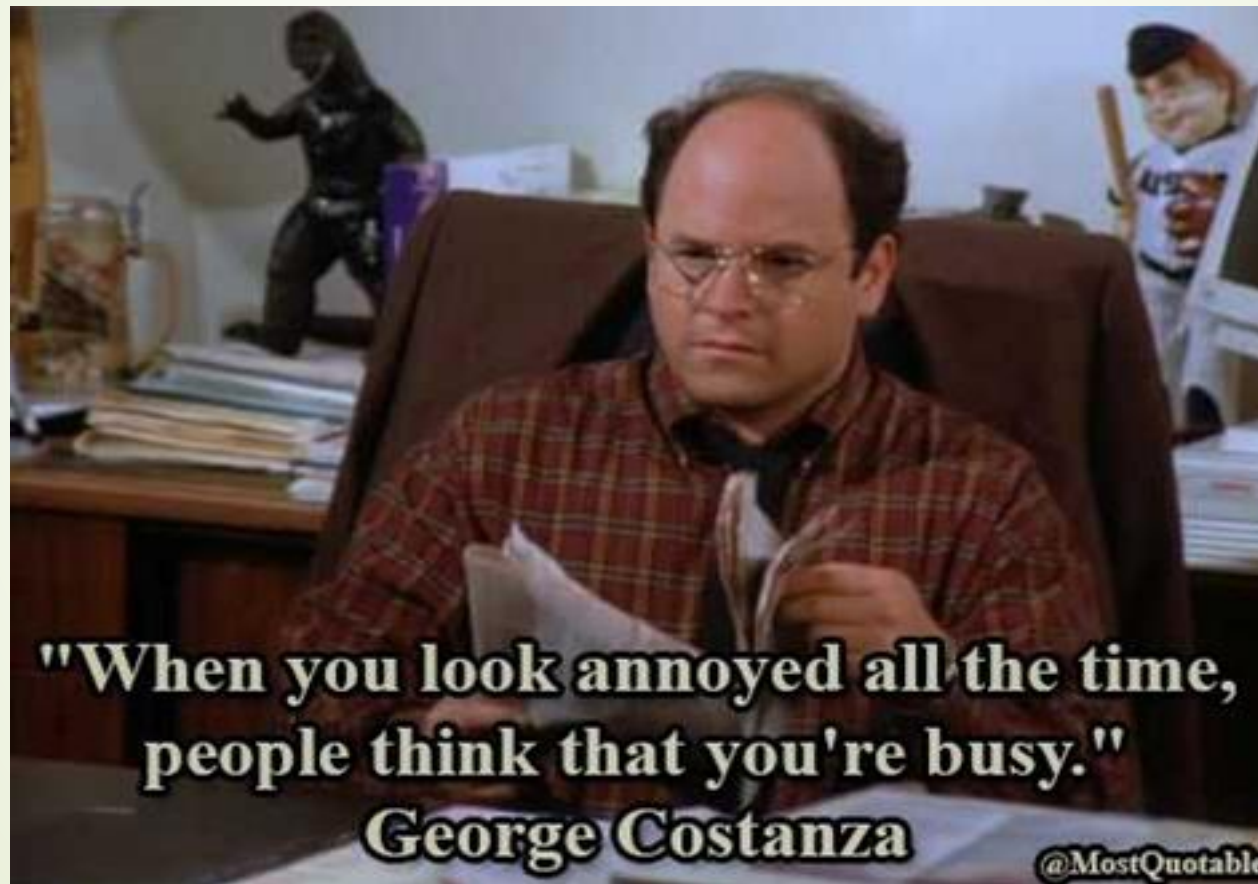
- Post traumatic stress disorder



Checking a text on his phone. Would you survive? He miraculously did.



# Drugs, alcohol and depression





# Once they are hired

- ▶ Offer web base training
- ▶ Key Performance Indicators – we use a service called TPI, which keeps stats on our drivers
- ▶ Some stats like hard braking and speeding can indicate if a driver is predisposed to have an accident
- ▶ Assiduously try to come up with ideas to monitor and keep drivers safer





# Keep your eyes peeled

- They have programs that offer eye movement
- Monitor Motor Vehicle Records
- Quiz your driver managers about the rules
- Offer mentoring and training programs
- Will driving simulators help sharpen skills?
- Implement Dash Cams to identify problem areas
- Lane Departure systems
- Use telematics for trucks and trailers





# And we thought we were done!

- ▶ Various companies offer training videos and manuals.
  - ▶ J.J. Keller, Infinit-i.com, EBE and Omnitrac just to name a few
- ▶ Help drivers with their legal plans
- ▶ Implement electronic log systems
- ▶ Eliminate distracted driving. Teach drivers before they get into your truck.
- ▶ Educate before you terminate. Count to 10, then analyze if the error is so egregious that you cannot take any other action other than termination.
- ▶ Cell Phone – turn on “Do Not Disturb” 10 ft. from the truck





# And Another one does...



The sun was in my eyes



Lane changes are treacherous



Pass with care and caution



Did I really hit a snow plow?



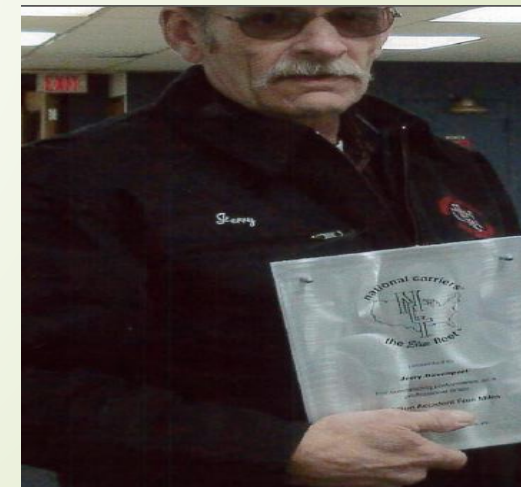
# Be Innovative and competitive

- The **MAGIC** is in the **Motivation** and **Innovation**
- Fuel optimization
- Key performance indicators - TPI
- Cameras - Dash cams
- ELD
- Copilot mileage system
- Bonuses
- A good strategy is to provide a suggestion box giving drivers an opportunity to voice their opinions.
  - *Work Hound integrates with our mobile satellite system*



# You don't need a crystal ball

- The biggest thing that you do to help your drivers is to teach your employees to be empathetic to them.
- If you learn how to read people before you hire them or when you work with them, then you will have the insight to make a difference in the life of your virtual family and colleagues.
- Communicate and take your drivers from **good** to **great!**







# We're not in Kansas anymore





SMARTDRIVE

Saved by Maschmeier, Jill on 2/22/2018

SMARTDRIVE

Saved by Maschmeier, Jill on 2/12/2019

SMARTDRIVE

Saved by Maschmeier, Jill on 4/30/2019

SMARTDRIVE

Saved by Maschmeier, Jill on 5/2/2019

SMARTDRIVE

Saved by Maschmeier, Jill on 1/7/2019  
4:30 AM

