

# Is Compensation Enough to Recruit and Retain Drivers?

Drivers are in demand and there is high turnover. Your drivers are being pursued by other carriers, and that will continue as many drivers retire in the next 5 to 10 years and the job market gets tighter. As a result, compensation alone may not be enough to recruit and retain the best drivers.

Organizations need to look beyond compensation and look at their corporate culture. Even though drivers are working independently out on the road, they still want to feel that they are involved in and part of the goals and success of the organization. They want a strong safety culture that holds everyone accountable, and they want to know that there is mutual trust between themselves and leadership. They want to be appreciated for their efforts and achievements. These elements will make them feel valued as a team member and build pride and loyalty to the organization.

You might be thinking, “Truck drivers are gruff and tough and don’t care about those kinds of things.” Think again.



Truck drivers are the same as any other worker – they want to know they are making a difference in their daily work, they want to work in a safe and positive environment, they want work-life balance, and they want respect.



Organizations can build a strong supportive culture by doing things like providing drivers with cell phones. It’s important to truck drivers to stay in touch with family and friends when they are on the road. Another opportunity would be to develop a new driver onboarding/mentoring program to help new drivers transition into your fleet. Also, don’t underestimate the importance of the dispatcher role in driver retention. Put your new drivers with a dispatcher who is fast and technologically savvy, and keep each dispatcher’s fleet size manageable. Most importantly, make training and safety a priority and build a culture that conveys that priority to your current drivers and to potential hires.

***Small changes can make a big difference. Let your drivers know how important they are to your organization and help them be successful. Contact us to learn more about how you can get valuable feedback from your current drivers in order to make changes that will build a strong culture that is focused on safety. This will create a more positive work experience for current drivers, attract new drivers, help your organization stay ahead of the competition, and achieve better business outcomes.***

## ***For more information:***

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