Building an Inclusive Workplace: Tips from the Best Fleets to Drive For

Jane Jazrawy
CEO
CarriersEdge
The Program’s Objectives

- **Recognize** programs that move the industry forward
- Collect and **share** ideas
- Provide recognition for **all fleet sizes**
- **Communicate** beyond the industry
The Evaluation Process

Driver nomination → Corporate questionnaire → Corporate interview → Driver Surveys
98 Questions and 7 Categories

- Compensation
- Benefits
- Human Resource Strategy
- Operational Strategy
- Performance and Recognition
- Development and Career Opportunities
- Work/Life Balance
Why is Diversity so Difficult?
Who was your hero when you were 10?
I would like to know why the last associate producer before me made $50 a week more than I do.

Oh, because he was a man.
tradition
What shall I be?

THE EXCITING CAREER GAME FOR BOYS
Most common occupations for men

https://www.dol.gov/wb/stats/most_common_occupations_for_women.htm

- Drivers and truck drivers
- Retail managers
- Police, chief executives
- Construction, labourers
- Software developers
- Carpenters, electricians and technicians
- Operations first-line supervisor
- Cooks
What shall I be?

THE EXCITING GAME OF CAREER GIRLS
Most common occupations for women

https://www.dol.gov/wb/stats/most_common_occupations_for_women.htm

- Preschool - middle school teachers
- Education administrators
- Registered nurses, social workers
- Secretaries, admin assistants
- Customer service representatives
- Cashiers and retail salespersons
- Personal care aides
- First-line supervisors of support workers
Occupations with equal representation

- Secondary school teachers
- Retail salespersons
- Wait staff
- Financial managers
- Production workers
- Marketing and sales
- Accountants and auditors
Number of companies

Number of women drivers (%)

0-3
3-5
5-7
7-9
10+
20+

0
5
10
15
So what can we do?
41% of Best Fleets finalists do almost nothing
Best Fleets Approaches

- Associations: 32%
- Marketing: 47%
- Training: 28%
- Causes: 23%
You have attracted diversity. Now what?
Ask. And listen.
How does the company ensure its total work environment meets the needs of drivers? (e.g. compensation, benefits, professional development programs, policies, etc.)
Total Work Environment

1: Open door policy/industry reports
2: Informal driver feedback
3: Annual survey OR committee plus informal feedback
4: Multiple surveys plus committees
5: Actively solicit multiple forms of driver feedback
Crowdsourcing Your Fleet

- Regular surveys
- Executive/management check-ins
- Town hall meetings and round tables
- Ride-alongs
- Electronic suggestion boxes (app or email)
- Driver representation in committees, advisory boards
- Social media
facebook
The company cares about driver opinions on topics that directly affect them.
I have been asked what I think about many different things and management worked to make improvements.
“There seems to be more support for dispatchers & administrative staff than the company’s drivers in some situations. A solid, reliable staff focused on driver needs would make a huge difference in my opinion.”
Questions to think about

- How does your company reach out to drivers?
- How does your company respond to drivers?
- How do you ensure consistency in the response?
Build Internal Supports for Diversity.
Staff Development

- Top 20:
  - 35%
  - 65%

- Finalists:
  - 40%
  - 60%

Mention communication or driver-focused initiatives. Don’t mention drivers.
“My Fleet Manager is a poor communicator. My Fleet Manager demands that I trust their advice, questions are unacceptable.”
Dispatchers are dispatchers whatever you call them. Big disconnect. **Them vs us.** If you’re new, they don’t offer suggestions. Especially on detentions.

“
Best Fleets Internal Support Strategies

- Diversity in training staff: 12%
- Harassment training: 14%
- Diversity on DABs or driver committees: 7%
- Mentoring programs: 1 fleet
They actually make it a personal effort to treat each driver like family and have made it a priority to treat drivers with respect...and let us have our voices be heard on concerns and have made safety an obligation...
Ladies, Be Your Own Knight in Shining Armor

So many women are climbing into big rigs and taking to the open road, it’s not even a novelty any more. They are very successful as drivers but with the influx of women over the open road, it introduces a challenge. We have to be our own body guards and create our own safe trucking environments. In short, we must … Read More

Women Supporting Women!

It is no secret, the transportation industry will continue to trend towards a driver shortage. Rather than compromise our integrity by allowing leniency in our safety qualifications, we at Prime acknowledge the value in the untapped resource of female drivers. Today the U.S. workforce consists of 47% females, whereas the transportation industry is comprised of only 6% women drivers (Trucks.com). … Read More
Questions to think about

- What staff development is **driver-focused**?
- Is there **diversity on DABs**? Staff?
- How do you **protect** drivers from harassment or violence?
- Do you have **mentoring programs**?
What is the industry missing?

- **Inclusive** internal company events (not just "women" events)
- **Better representation** at public events
- Encouragement to participate **driver competitions**
Jane Jazrawy
jane@carriersedge.com