



WOMEN IN BUSES COUNCIL MEETING ROUNDTABLE NOTES JANUARY 26, 2019

Sandwich Generation Stresses

Note: One of the rounds focused on family business & sandwich generations

- You can change anything
- As hard for the sandwich as it is for the bread
- Stay calm
- Most Men can not handle what a woman can
- Ask for help – both ways if you need to
- Listen to both sides – things may not be said directly
- Pull between both
- Disappointment to others
- Family business – “this is what we do” doesn’t always fit the transition plan
- Pressure to fit family mold or legacy
- Support team-spouses
- Pressure to grow business to keep up with family growth

Self-Care

- No matter what, take time for you first
- Downtime need to be a priority
- Quality time
- Use different out of the office messages if you can
- Self-care activities – shopping, exercise, music, spirituality
- Prioritize your day by checking phones ASAP
- How to say “no”
- Learn to set boundaries and to pass the torch
- 2 jobs – both part-time – allows for decompression
- Quiet time in the car
- Schedule time for yourself

- Remember you are only one person
- Yoga
- Crafting
- Sporting activities
- Telling yourself to relax
- One day at a time
- Too many responsibilities -perfect wife, mom, caretaker
- Guilt attached to not being there with kids, aging parents, etc.
- Whatever your form of being fit – mentally, physically, etc. – make it a non-negotiable part-time job
- OK to ask for help
- Instead of saying “I’m too busy”, make it “I’m doing the best I can”
- Family = Be a Team

Working with Family Members/Multi-generational

- Perception is reality
- Management seems potentially harder on family because expectations were higher
- Need clear defines lines and expectations
- Harder on those that are family because the light is always on them
- Create boundaries – within family-work life
- When hiring need to make sure applicants understand the family dynamic
- Family wants to welcome people into the family
- Good working with family – they always have your back
- Kids – always bus talk
- Some families have no business discussions allowed after work hours
- Use names – not mom, dad, aunt, etc.
- Others comparing the family members – how come you don’t do this like your “mom”

ELDs

- No notes found on table

Finding and Keeping Quality Employees

- Recruiting drivers – buying lists of anyone with CDL on “x” area, matching “x” demo’s, invite to open house @ local community college with CDL Program
- Beacon Technology/Beacon Advertising
- Treat and value drivers – even if their scheduled are limited – no looking down on someone who can only work Thurs/Fri/Say – times are changing, and we need to value employees because shortages are industry-wide

- Pay and bonus plans as a retention tool
- Benefits
- Good managers – family-owned business helps
- Incentive Programs
- Employee of the Month
- Acknowledgement Board/Recognition
- Minimum wage issue and low unemployment
- Seasonality is an issue
- Forward with values
- Education to further position
- Make it personal
- Show you care
- Communication
- Understand every person & know what's important to them
- An employee that feels appreciated will almost always go above and beyond
- Employees looking for a place to be treated well, earn a fair wage and work in a healthy environment
- Word of mouth – happy employees talk
- Drivers Facebook groups
- Social media – reach out on negative issues to fix ASAP
- Driver/employee incentives
- Pay it forward – take care of employees = loyalty
- Give and take days off vs. late days
- Making them feel valued – finding what they enjoy being involved in

Time Saving Technologies/Time Management Tips

- Make sure you take the time to unsubscribe to junk emails
- Phone alerts and Outlook calendar
- Handwrite lists and cross out when complete
- Time management apps/Built in rest breaks and music to focus
- Be Focused = app
- Meditation to clear the mind so you can return to task
- Close the office door. If no door – place the big, red flag on the desk so others know you need to focus
- Prioritize each day's tasks
- Good team base - Bell on desk to let others know you have kept/met your goal

- Group text apps – send text to groups but only replies to the sender – not all in group
- Zoom meetings
- Picture to pdf app to expedite paperwork exchange
- Big challenge to implementation of new technology – great idea to change/update systems but lack time/manpower to get new programs up and running
- Email – set times to check – don't let it distract you all day
- Priority list daily

Customer Service & Relationship Building

- Drivers are the face of the company – training sets the tone and mood
- It starts with a phone call – customer experience journey
- More reviews
- Use technology
- Address feedback on surveys
- Drivers and tour directors = partnership
- Live call answering is better than automated call answering
- Provide the appropriate training and prep
- Relationship building – listening to what the customer says/want
- Use technology to close more business
- How to become easy to do business with
- Segmentation and demographics to see if they want paper or tech or web or email
- Create a super easy quote form
- Know what your customer needs and then deliver
- Networking
- Cross training in office allows for better customer service
- Everyone should know every aspect of the business even if it is not their department
- Everyone is a customer – internal and external

Generations Working Together

- Adapting to technology – older workers are slower on computers but work harder
- Millennials – Now shows, need phone skills, strong technical skills but weaker interpersonal skills
- Work to find the strength of everyone
- Younger generations – technology and new ideas and a different version of what's happening
- Offer training

- Older drivers – can be amazing or cranky but willing to serve, loyal, technologically challenged
- Younger drivers – about the money, sense of entitlement, not always working to serve

Personnel Issues/Policies in a Changing World

- Sexual harassment/Harassment
- Social media policies – liking pages = free speech
- Employees in the news – how to respond to problematic employee and respond as a company – other employees impacted – written directive to other employees
- Company handbooks – company disclaimers, add social media, endorsements, clear values statement
- Terms and conditions – legal release of photos
- Keep things grey, broad and long
- Speeding & how it is defines
- Modernizing is a challenge
- Cell phones and what is acceptable and what is not – lead by example
- Consistency and fairness
- Non-compete/Confidentiality Clauses
- No red-eyes – Midnight to 5 AM

Growing My Business on Someone Else's Money: Grant Writing and How to Access Money

- Grants for security re available annually
- DMOs offer grants to tour their cities
- Ask for grants the way they would like for it to be seen. Each grant is specific
- Grants can differ
- May not cover full cost
- Can benefit the underprivileged – schools, senior centers
- Know the need when writing the grant
- Font, color, size – educate yourself before applying
- Typically a 3-year drawdown on funds
- RFP – 3 bids for every proposal
- Match percentage
- Re-award if you have been successful with previous grant
- Look at branching out into different avenues – new business types – weddings, sprinters
- Social network to reach out

- Customer service – keep what you get – best service whether you are the cheapest or not
- Clean equipment whether it is new it not
- Use local DMOs – especially those that floor the market – they will grow your business for you
- Better software