

Preparing to get New Hires on the Road and Up to Speed

The Realities of the Motorcoach Industry



BUS industry
SAFETY council

Brought to you by **ABC Companies**



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SALT LAKE *Express*

Big shout out to Women in Buses

Please please go to their website and learn more about Recruiting & Retaining Drivers.

<https://www.buses.org/about/drivingforce>

**DRIVING
FORCE**



**RECRUITING
& RETAINING
DRIVERS**



What will we discuss?

- Real realities of the job.
- Ideas on how to avoid turnover by preparing your drivers for what it is like to drive professionally.
- Train current drivers and mechanics to be mentors.
- Learn how to inform your new hires, in a positive way, about the downsides of the job.

A little more about me

- I have 6 kids.
- I live in a pepto pink house.
- I drive a Herbie knock off.
- I wear my birthday suit to work each year.
- My favorite hobby is taking my kids for a spin.



All drivers talk!

that fish was
SO BIG



Gossip is unavoidable.

- All drivers share fish stories.
- Other drivers will tell your new hires every bad thing about the job.
- Competitors will try to recruit your new hires.

So get ahead of it!

Another form of Gossip: The Realities :/

Realities (As told by your average drivers)

- You will be away from home a lot.
- Your family will grow distant.
- You will not be able to help with family emergencies.
- You will live paycheck to paycheck.
- You work long hours for unfair pay.
- Passengers are either dumb or mean.
- You have to be on call all the time.
- You will drive in the worst snow.
- Other vehicles on the road will not respect you.
- What are some of the other realities?



The Great Steal!

- Right now someone is talking to your drivers.
- It is legal but not always ethical.

How to counter

- Get ahead of it.
- Make employees owners (In Spirit).
- It only takes one bad day to decide to leave.
- NEVER talk bad about a competitor



FACTS

Fact

People don't quit a job, they quit a boss.

Fact

Pay is not the major factor.

Fact

90% of retailers have empty positions needing filled.

Inc.
The Great Resignation: Why Millions of People Are Quitting (and How Employers Can Earn Them Back)
by Jeff Haden
<https://www.inc.com/jeff-haden/great-resignation-employees-quitting-attract-great-employees-wage-rates-signing-bonuses.html>

From the Harvard Business Review
Why People Really Quit Their Jobs
by Lori Goler, Janelle Gale, Brynn Harrington, and Adam Grant
<https://hbr.org/2018/01/why-people-really-quit-their-jobs>

Inc.
Why Are Your Employees Quitting? The Reason Comes Down to 3 Words (and No, 'Money' Isn't One of Them)
by Marcel Schwantes
<https://www.inc.com/marcel-schwantes/why-do-people-quit-their-jobs-exactly-heres-entire-reason-in-3-simple-words.html>

Preparation Starts at On-Boarding

- Prepare the room. Have snacks!
- Invite the driver's family to an orientation.
- Paperwork is horrible, break it up with something.
- Learn as much as you can about the applicant.
- Ask what their goals are from the company and make note.
Remember to come back to it every few weeks asking, are we meeting your goals?

What is a mentor?

- A Guide.
- A Friend.
- An Example.
- A Phone call away.



What a mentor is not?

- NOT a Supervisor.
- NOT a Disciplinary.
- Not authorized to review sensitive information about the new hire.
- Not a full time role.
- Not an undercover boss.



UNDERCOVER
BOSS

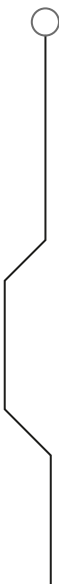
What makes a mentor?

- A mentor is chosen after the interview.
- Mentors don't have to be your best driver, just someone who is real and can relate to the new hire.
- Choose someone who the new hire may want to exemplify.
- With enthusiasm you cannot choose wrong.
- Pay is not the motivation of a mentor. Mentors are self motivated.





Additional mentor ideas?

- The mentor should introduce the new driver to the service managers, office staff, and all of the employees.
 - Mentors should get the new driver their uniforms, PPE, lockers, and equipment.
- 

But *what about the Realities?*

- Realities are what you make them.
- Don't shy away from a negative, but show how it can be a positive.
- Flip the Script.
- Ask for advice from your new team of mentors.



FACTS

Fact

After one hour
people retain
less than 50%
of the
information.

Fact

People often
forget because
they never
learned it.

Fact

Practice
makes perfect.

Don't forget about drivers

- Continue to check in with all new hires.
- Training is stressful enough, continue to follow up and stay in touch.
- Every so often write thank you cards to a handful of drivers and send it to their home via post. Their wife or family will get it before them.



What will trip you?

- The culture of your company.
- Your own drivers, staff, coworkers or senior management.
- You?

Force the change!



Let's play a game, spin the reality!

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Last words from Jeff

Don't be afraid to give your drivers a simple good night text, they need to hear it sometimes. To make a driver feel wanted it can be as easy as letting them see your face or hear your voice.

Don't forget your drivers that you never see, ones that are in a satellite locations. Do you know when your drivers or their family members are sick? Do you check in on them? Don't talk about driving, just care. Just ask how they are doing. They will inevitably ask how it is going, so bring up the positives and change the conversation back to being about them.





What we discussed?

- We talked about the real realities of the job.
 - The good, the bad, and the ugly.
- Ideas on how to avoid turnover by preparing your drivers for what it is like to drive professionally.
 - Involve the entire family.
 - Check in with them throughout their career.
- Train current drivers and mechanics to be mentors.
 - A mentor needs to be thought out.
 - This is not always your safest or best driver.
- Learn how to inform your new hires, in a positive way, about the downsides of the job.
 - Don't shy away from the bad.
 - Let drivers peak under the tent.
 - Don't be afraid to apologize and change course.