

# EIGHT WAYS TO ATTRACT MILLENNIAL DRIVERS

Building a stable, long-term driver workforce is probably one of your biggest challenges—and that's not likely to change soon.

The American Trucking Associations estimated the trucking industry was short almost 50,000 drivers in 2015, and the group projected the figure would rise to more than 70,000 by the end of this year. When you consider the average truck driver is in his mid-50s, yet the millennial generation—people born between the early 1980s and 2000—now makes up the largest share of the American workforce, it's clear where the trucking industry should turn to fill its empty seats.

Hiring methods that work with older generations won't get you far with millennials. This demographic learns about and interacts with potential employers in untraditional ways, relying on social media and mobile apps, and you have to shift your practices to reach them. Here are eight tips for attracting millennial drivers:



## **MAKE YOUR WEBSITE MOBILE FRIENDLY AND USE IT AS A PORTAL FOR POTENTIAL HIRES TO FILL OUT FORMS**

Create a dynamic website and update it regularly. Rather than telling future hires how much you care about employees, show them with videos, photos and testimonials. Offer online access to your employment application and other hiring documents.

## **INVEST IN SOCIAL MEDIA**

Use social-media outlets such as Instagram, Facebook, Twitter, YouTube and LinkedIn to post job openings and tell your company's story. Know that social-media sites gain and lose popularity. For your social-media efforts to remain relevant, you'll have to follow millennials to the latest sensation.

## **EMPHASIZE CORPORATE VALUES THAT YOUR COMPANY HAS AND MILLENNIALS WANT**

They look for diverse workplaces where employees participate in decision-making, are recognized and rewarded and have opportunities for personal growth and career advancement. They also prefer companies that are involved in their communities and support nonprofit causes.

## **BE READY FOR INTERVIEWEES' QUESTIONS**

While you'll be evaluating the candidate, this is also where you need to make your sales pitch. Don't be surprised if applicants ask you as many questions as you ask them. Inquiries are likely to focus on corporate culture, home time and possible career paths.

## **BE TRANSPARENT**

While you're trying to sell the interviewee on your company, hiring someone who won't like the work isn't a victory. Honesty is key with millennials. When describing the job, be accurate and complete. In a recent Commercial Carrier Journal survey, 40 percent of fleet managers said mismatched job expectations are the main reason drivers quit.

## **ESTABLISH OPEN COMMUNICATION CHANNELS**

Millennial interviewees expect to be introduced to prospective managers and other team members during the interview. They also anticipate regular communication throughout the hiring process. Stay in touch with highly qualified applicants via text messages.

## **KNOW THE DOLLAR ISN'T KING**

Millennials care about income, but it's not their sole consideration. Work-life balance and career progression also rank high. Getting drivers home regularly and as frequently as possible will give you an edge over your competition.

## **TALK ABOUT TECHNOLOGY**

Discuss the technology you spec on your trucks and use to manage your fleet. Electronic logging, telematics, lane-departure-warning systems, collision-avoidance systems and adaptive cruise control will interest millennials. Automatic transmissions especially appeal to them since most did not learn to drive in cars with manual transmissions.