

SEVEN WAYS MILLENNIALS ARE SAVING THE TRUCKING INDUSTRY

Building a stable, long-term driver workforce is a big challenge for many companies today—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, and the millennial generation—people born between the early 1980s and 2000—now makes up the largest share of the American workforce, it's obvious where the trucking industry should turn to fill its empty seats.

Hiring methods that worked with older generations won't get far with millennials as this demographic learns about and interacts with potential employers in untraditional ways. They rely on social media and mobile apps, which means companies need to shift their practices to reach them. Here are seven ways companies are attracting millennial drivers:



MAKING IT DYNAMIC

Companies are creating dynamic websites and updating them regularly. Rather than telling future hires how much they care about employees, companies show them with videos, photos and testimonials. They also offer online access to employment applications and other hiring documents.

GOING SOCIAL

Companies are using social media outlets, such as Instagram, Facebook, Twitter, YouTube and LinkedIn, to post job openings and tell company stories. Since social media sites gain and lose popularity, companies have to follow millennials to stay on top of the latest social media sensations.

VALUES MATTER

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

BEING TRANSPARENT

When companies are looking to hire, honesty and accuracy are key with millennials. In a recent Commercial Carrier Journal survey, 40 percent of fleet managers said mismatched job expectations are the main reason drivers quit.

CAN WE TALK?

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. So companies are staying in touch with highly qualified applicants via text messages.

MORE THAN MONEY

Millennials care about income, but it's not their sole consideration. Work-life balance and career progression also rank high. Companies are working harder to get drivers home regularly and as frequently as possible to attract millennials—something we all can appreciate.

TALK TECH

Companies are discussing the technologies behind their trucks and fleet management—electronic logging, telematics, lane-departure-warning systems, collision-avoidance systems and adaptive cruise control—is a way to engage millennials who have grown up with technology integrated into their everyday lives.