



Retention is the New Recruiting

Max Farrell, CEO & Co-Founder of WorkHound











Agenda

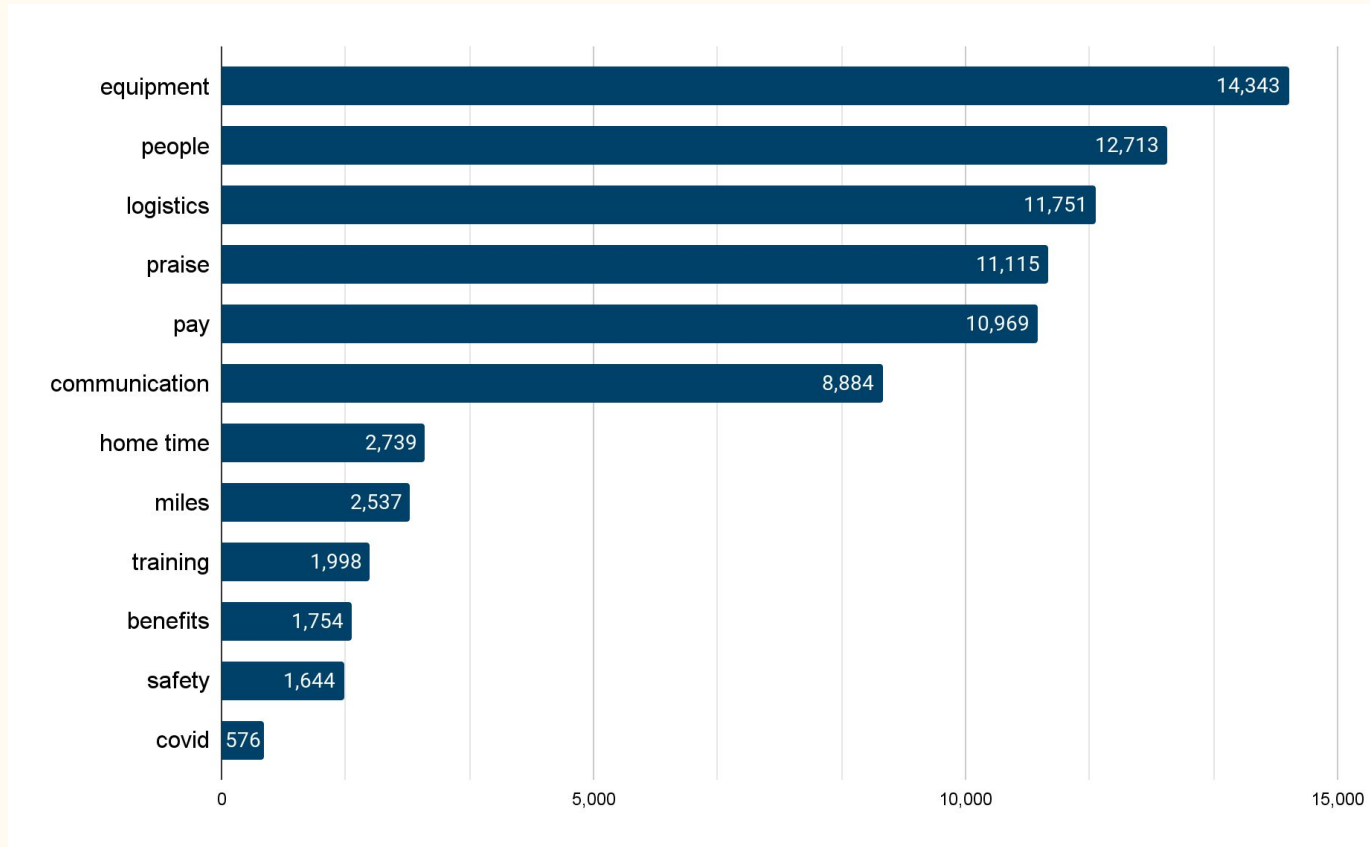


1. Driver Feedback Trends
 2. Changing Lanes, Shifting Mindsets
 3. Evolving with the modern workforce
 4. Modern workforce requires agility
-

How WorkHound Works



Comment Volume by Theme



Company Size - Top Themes

Small -

Praise - 22.5%
People - 19.9%
Equipment - 19.8%
Logistics - 16.3%
Pay - 16.0%

Medium -

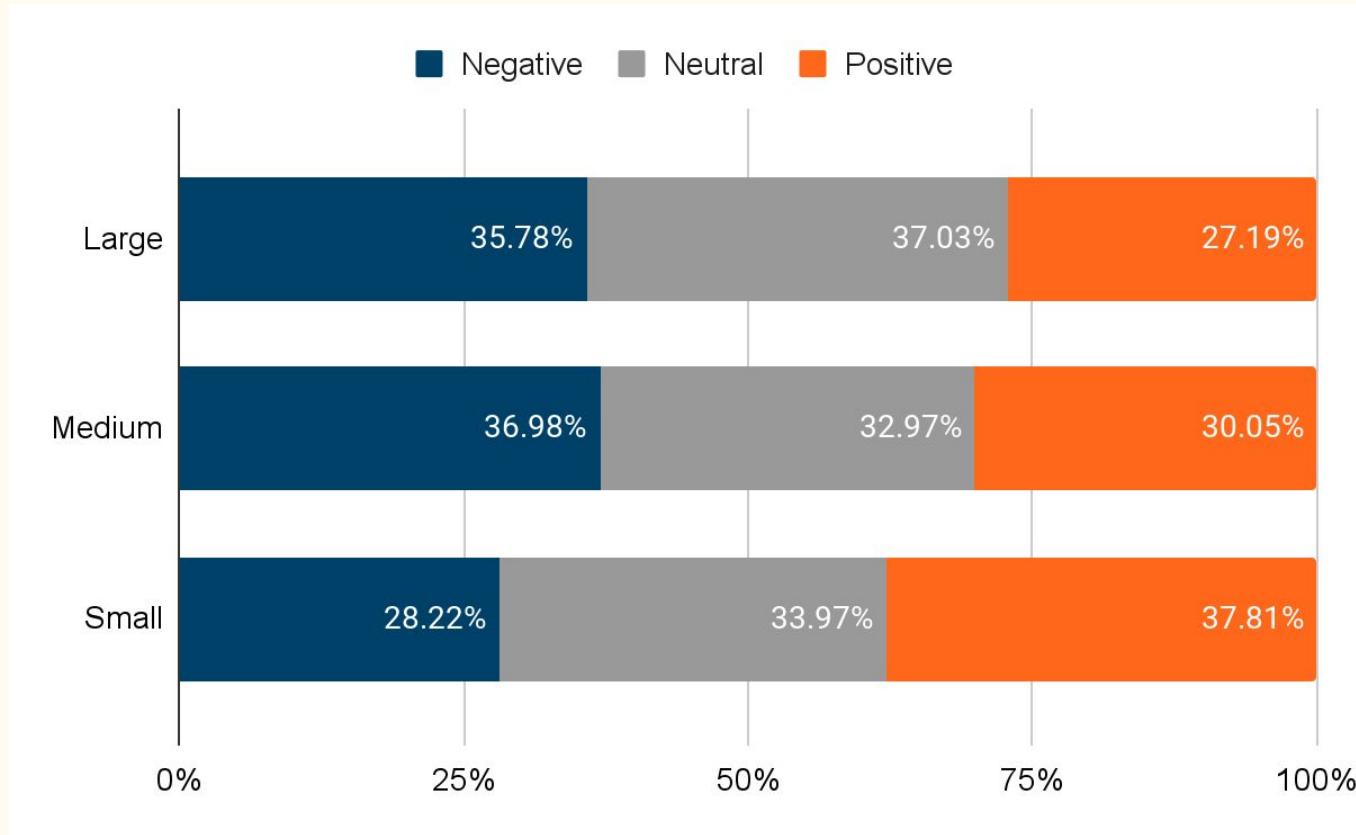
Equipment - 22.4%
People - 19.7%
Praise - 19.5%
Logistics - 18.6%
Pay - 17.5%

Large -

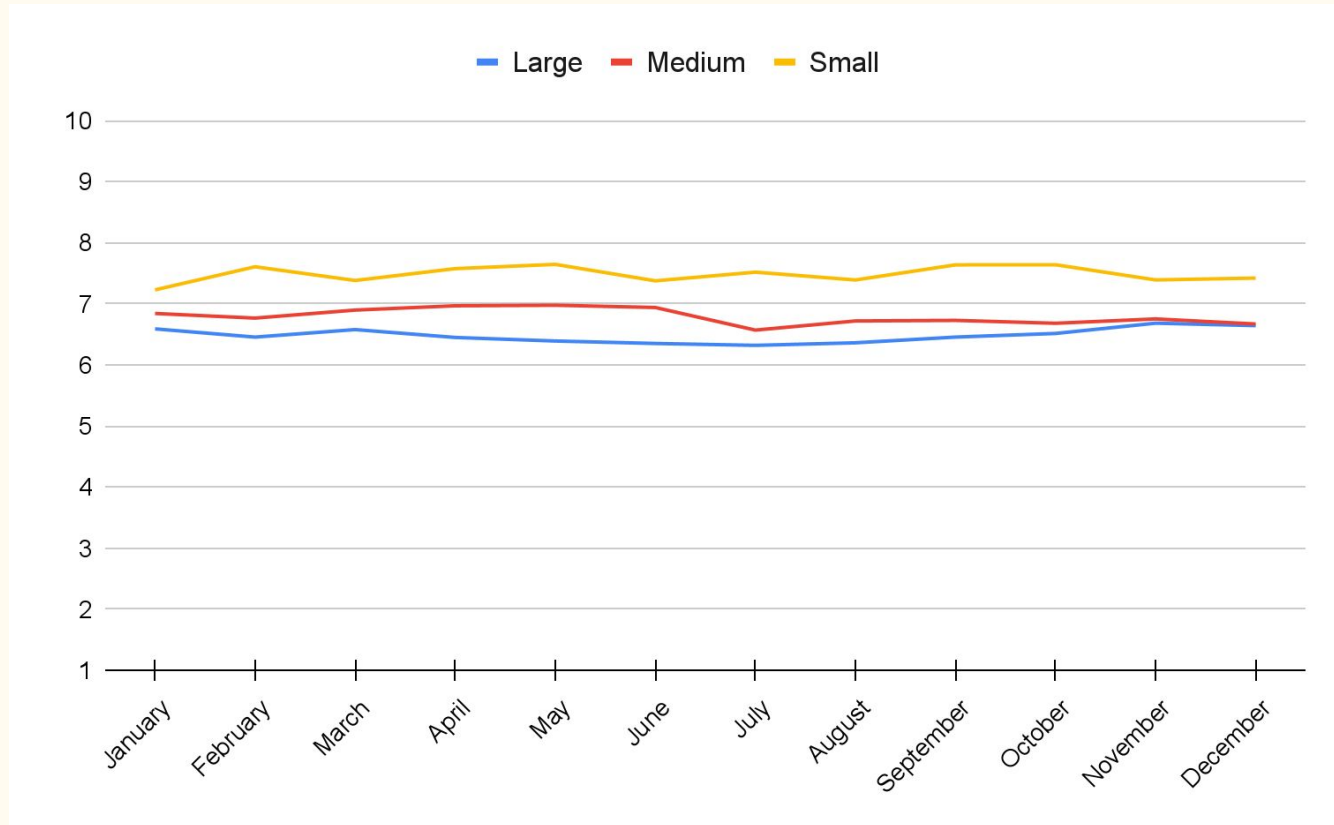
Equipment - 23.7%
People - 20.6%
Logistics - 19.2%
Pay - 17.7%
Praise - 15.9%



Company Size - Sentiment



Company Size - Satisfaction



Critical Comments



10,388 - or 16.5% of all comments



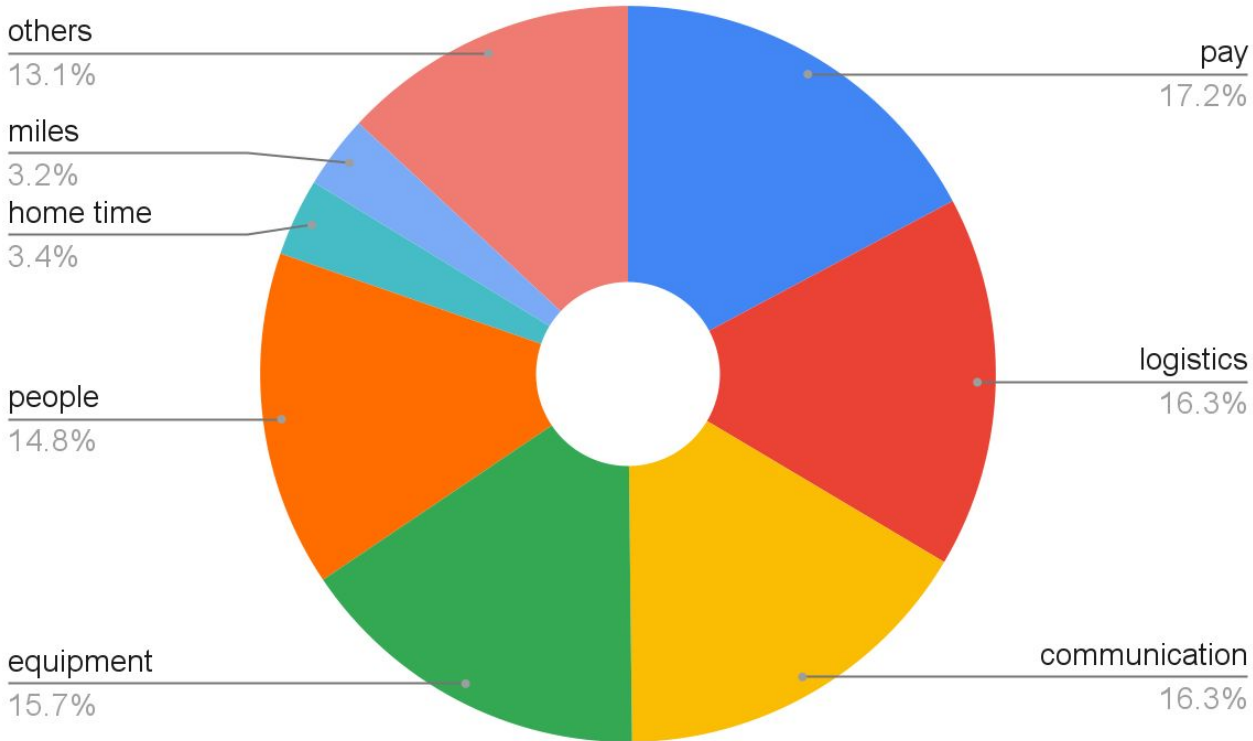
5,534 unique workers left critical comments

ABC...

337 - Avg. Critical Comment Length
(Compared to 214 avg. length for non-critical comments)



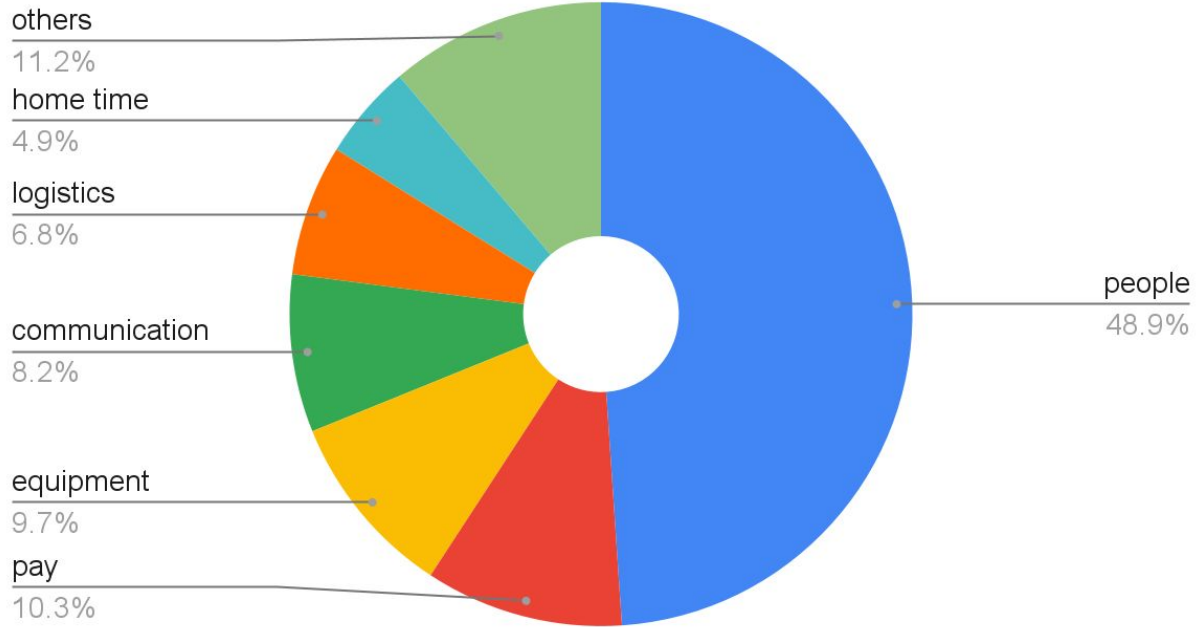
Critical Comments Theme Distribution



1. **Pay** - 17.2%
2. **Logistics** - 16.3%
3. **Communication** - 16.3%
4. **Equipment** - 15.7%
5. **People** - 14.8%

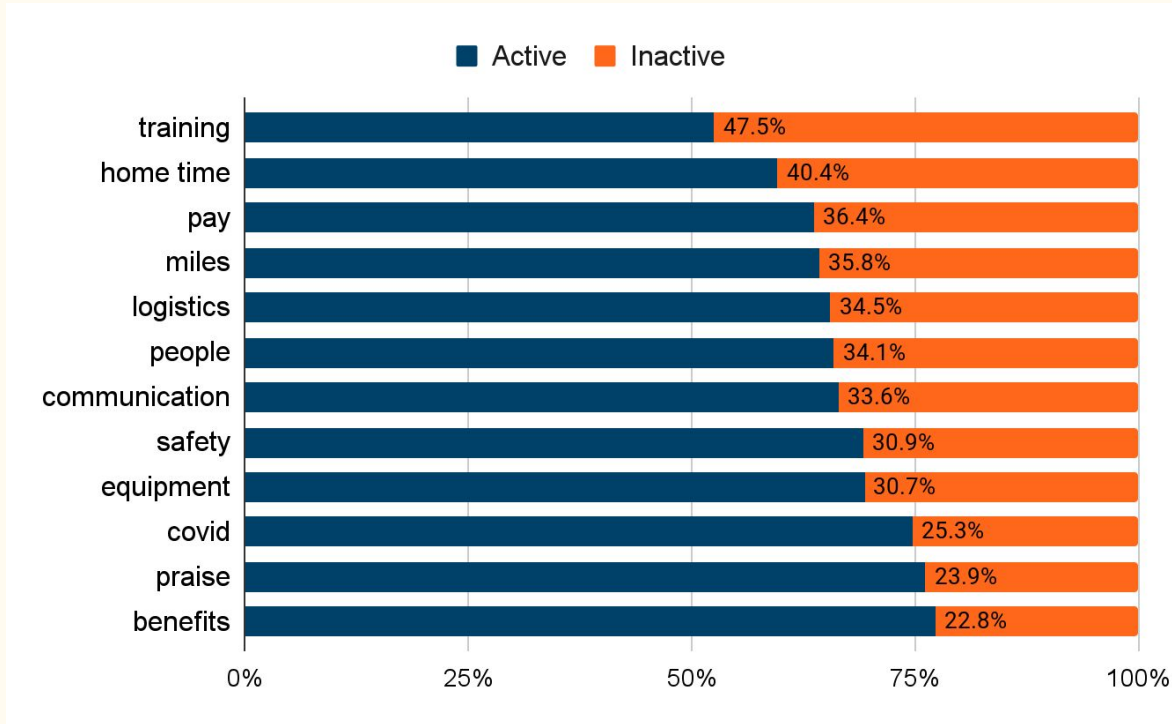


Topics of Praise



- Nearly half of all praise comments received in 2021 that had other themes included mentions of People
- Workers are apt to share positive experiences when teammates go above and beyond

2021 Feedback Trends: Active vs Inactive by Theme



Training:

Inactive: 47.5%

Comment Count - 1,998

Percent of Comments - 3.2%

Average Satisfaction - 6.70

Percent Positive - 28.5%

Average Message Length - 361

Benefits:

Comment Count - 1,754

Percent of Comments - 3.2%

Average Satisfaction - 7.16

Percent Positive - 17%

Average Message Length - 291



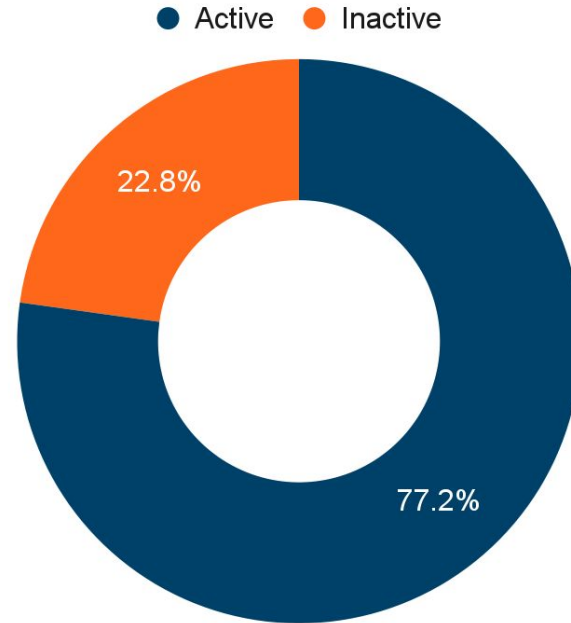
50%

of people who left training comments 2021 are no longer at the company.



Benefits

Unlike training, a majority of commenters who talk about benefits remained with their company through the end of the year



What workers want:

Investment in their growth.

As leaders we must:

Demonstrate we are invested in their growth.



Gutcheck - Stop the Headtrash

“Well this is the job our customers pay us to do”

“Being a truck driver is just a hard job, suck it up”

“Doing the dirty work is a right-of-passage”

Counter argument: Use the feedback from your people to guide your relationship with your customers, gain empathy for the hard parts of the job, and understand that “rights-of-passage” are the obstacle to innovation.





We are
experiencing the
fastest evolution
of how work
happens.



The modern workforce is evolving...

- **This is a global labor competition**
- **The reality:** Losing a team member is costly and results in a less-skilled replacement for the same rate or higher compensation for equal or greater skill set
 - Gone are the days of: Glad they left, now we can find someone else
- The annual calendar isn't a realistic indicator of an employee's real life timeline
- It's time to be **agile**
- **Feedback is key**



Create Growth Opportunities

- Mentor
- Trainer
- Recruiter
- Ambassador



Driving Doesn't Have to Be Forever

- Embrace the tour of duty
- Permanent employment is dead



The competition is not other trucking companies



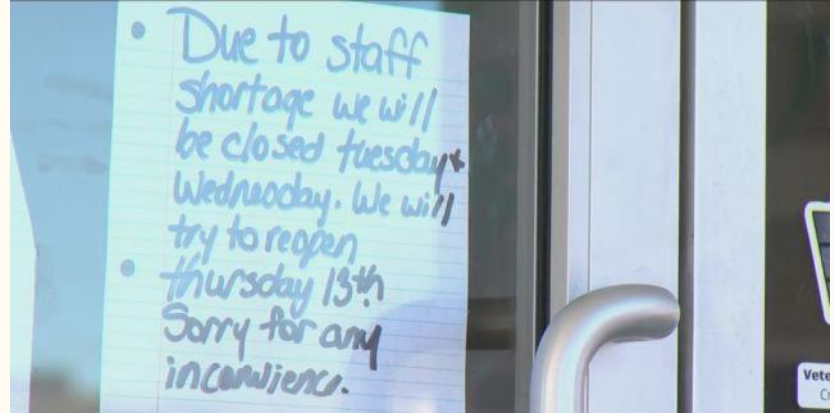
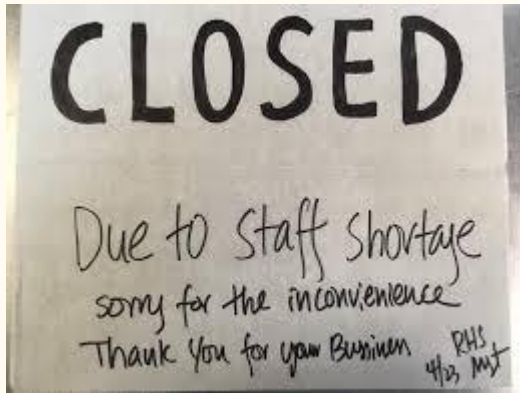
UBER



Some Companies Didn't Make It...



Some Companies Won't Make It...



“It is not the strongest of the species that survive, nor the most intelligent, but the one that is most responsive to change.”

- Charles Darwin



3 Needs of Modern Employees to Do Their Best Work:

(And your opportunities to innovate)

- **Money**

- The market is moving quickly
- More frequent than annual comp revisions
- Reliable, high-quality equipment

- **Team**

- Colleagues / Coworkers they trust and respect
- Empowerment from every angle
- Belonging & Harmony

- **Learning**

- Professional growth and development
- Feeling challenged



Money:

- Show your company fights for their pay
- Keep it simple
- Bonuses*
- Pay evaluations
- Equipment upgrades & maintenance

*Sign-on bonuses are sugar water



Team:

- **Active listening**
 - Creating a feedback loop
- **Use the positive feedback!**
 - 30% of feedback is positive
 - Share attaboys
 - Use as testimonials
- **Creating a culture of curiosity**
 - Establish transparency to build trust



Learning

- **Create new opportunities to grow**
 - **Professional Development**
 - Training & Orientation
 - Ongoing learning opportunities
 - Added responsibilities
- **“Driver” doesn’t have to be forever**
 - Embrace tours of duty
 - Be open to the path after driving







Thank you
Get in touch:

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