

## Addressing the Transportation Driver Deficit - Strategies for Recruitment and Retention

The transportation industry, particularly the trucking sector, is facing a severe labor shortage that threatens operational efficiency and business continuity.

This shortage is exacerbated by an aging workforce, with the average truck driver age increasing from 44 to 49, and a lack of interest from younger generations and women, who account for only 6% and 4% of the workforce, respectively. According to industry reports, Canada is currently short approximately 20,000 truck drivers, a figure that could escalate to 30,000 as more drivers reach retirement age.

To mitigate this pressing issue, transportation companies must adopt a multi-pronged approach focused on attracting new talent and retaining existing employees. Here are some strategies that can help address the labor shortage:

### IMPROVING WORK-LIFE BALANCE

Long working hours, extended periods away from

home, and a lack of work-life balance are significant deterrents for potential candidates. Companies should adapt driver schedules to meet staff preferences and consider implementing a bonus system for those who work outside their preferred patterns. Relay models, where one driver hands off a truck or trailer to another at designated rest stops, can reduce working hours and facilitate regional working opportunities.



## ENHANCING COMPANY CULTURE AND EMPLOYEE SUPPORT

The isolating nature of truck driving can contribute to a sense of loneliness and disconnection. Companies should arrange recreational activities, team outings, and facilitate open communication channels for drivers to provide feedback on working conditions. Mentorship programs and comprehensive training resources can also support new hires and ensure their success in the industry.

## LEVERAGING SOCIAL MEDIA AND TARGETED RECRUITMENT

Social media platforms can reach underrepresented groups, such as younger individuals and women, and dispel industry misconceptions. Targeted content highlighting trucking's positive aspects, like steady work, independence, and competitive compensation, can improve the industry's image and attract potential candidates.

Companies should proactively reach out to trucking schools, attend job fairs, and establish relationships with educational institutions to expose students to the transportation profession before career choices. Offering financial incentives to current employees for successful referrals can also bolster recruitment efforts.

## ADDRESSING INDUSTRY PERCEPTIONS AND PROMOTING POSITIVE ASPECTS

The transportation industry must actively combat negative stereotypes and promote its positive aspects, such as job stability, competitive pay and benefits, and a sense of freedom and independence. Highlighting safety policies, procedures, and the industry's commitment to continuous improvement can further enhance its appeal to potential candidates.

## CONCLUSION

By implementing these strategies, transportation companies can effectively attract and retain skilled drivers, mitigating the impact of labor shortages and ensuring operational resilience.

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**If you have questions specific to your business, or would like additional information, please reach out to your Lloyd Sadd Advisor.**

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