



**TC03 Best Idea Presentation – Communicating Our Way to Success**

**02 – 21 - 2018**

## Communicating Our Way to Success

Lately our focus has been on communication. Not just with the driver, but with the driver's family as well. All forms of written communications are sent to their home address and not just put in their box at the terminal. We have been doing several things that are low cost but we believe have a high impact with the driver's family.

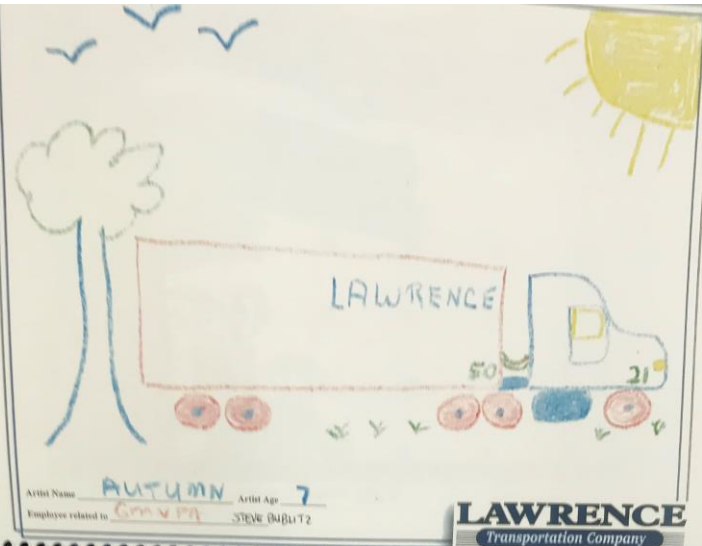
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- Hand signed Birthday cards: Everyone at the office signs every card



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- Lawrence Calendar: A package is sent to every driver's home and we encourage them to have their child, grandchild or an extended family member draw a picture of a Lawrence Truck and send it in. A company we use takes the pictures and makes the calendars which we then send out to all the employees, hand out at safety meetings and orientation.



June 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
Father's Day						
24	25	26	27	28	29	30



**800-328-7224**

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- “Have you seen my 18 wheeler”: It’s a nominal fee to be placed in this book/magazine and it’s a kid’s car game for long road trips, if you spot a truck on the road and it’s in the book you receive points and also learn something about that company and the trucking industry in general.
- 4) It’s part of the Driver Managers job to get to know the drivers, during orientation the Driver Manager will have lunch with the new hire in our conference room (catered in from local restaurant’s).



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- Beyond all of monetary incentives like fuel and safety bonuses the drivers will also accumulate points in our “Driver Rewards Program” that can be used towards items in a catalog that we send to their homes (coolers, gas grills and more). Points never expire as long as they are employed with us.
- 6) Cook Outs: In the summer months we grill hamburgers on Fridays for anyone who is around, including their families.



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- I personally meet with and talk to all new hires during orientation, I have no script, I ask about them, I offer to answer any questions they have about the company and its history and just see where the conversation goes from there. 20 to 30 minutes on average.
- We hand out a ton of hats, pens, can coolers, t-shirts and small ticket items all the time. If we see a driver with a dirty hat we give them a new one. During driver appreciation week we will give out a larger ticket item like a coat, sweatshirt or other apparel with our company logo on it.



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