

FEBRUARY 2023



BETWEEN THE LINES

Kelly Anderson Group's Monthly Newsletter

25TH ANNIVERSARY EDITION



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COMPANY NEWS

Kelly Anderson Group's Impact Recruiting department is growing tremendously! Both our Final Mile and Truckload Recruiting teams assist companies of any size in the transportation industry. Whether it be for a temporary or long-term solution, they are there to help you through your time of growth.

If interested in this service or others we offer, visit our website at kellyandersongroup.com or reach out to Jeremy Morrissey at jeremy@kellyandersongroup.com!

TRIVIA

What are the three most common pre-trip inspection steps overlooked?

TEACHING THE IMPORTANCE OF PRE-TRIP INSPECTIONS

When it comes to teaching the importance of pre-trip inspections, Kelly Anderson, president of Kelly Anderson Group, believes that leaders need to have an altered approach that includes motivation and recognition of the drivers and not solely the practical activities.

Some instructors will use gamification — when game playing is incorporated into non-game-centered activities — alongside standard training. Anderson suggests leaders need to dive into the drivers' core, starting with their motivation. "We have to change the reason drivers are taking the training and completing tasks," Anderson said. "If the only reason they are partaking in training sessions is that you make them do it, then they will resent the assignments and simply rush through them." However, if the drivers understand why it is important to them and what is "in it for them" then they will complete the tasks (i.e. assignments, pre-trips, DDC, etc.) with interest and at a higher level of excellence.

"We cannot make anyone do anything, we can only influence them."

KELLY ANDERSON

President of Kelly Anderson Group

In order for drivers to reach the latter understanding, instructors should ask them, "Why do you do what you do?" One of the best answers they could have is, "So I can provide for myself and/or my family." With that reason in mind, every decision and action the drivers take should be in alignment with reaching that objective. Pre-trip inspections can help with just that. They will have a personal reason for completing such assignments and duties even when they do not feel like doing so. Their "why" — their motivation — will ultimately trump negative feelings and thoughts.

After motivation, as well as the training itself, comes recognition. Some fleets recognize and reward efforts, such as receiving clean roadside inspections. To take this idea to the next level though, Anderson created a Driver Recognition Program and tied it to Kelly Anderson Group's e-Learning program. The results of this addition have been phenomenal. Drivers who are a part of this program are taking their assignments, completing their pre-trips, driving safer and maintaining DOT compliance. A driver wearing a patch that says "Professional Driver Level 1, 2, 3, 4, or Master Driver" tends to conduct themselves in a more professional manner. This positive attitude is because they are proud of their designation status and improvements on the road. They begin to truly understand why the instruction they are receiving is important and take pride in their work.

"We cannot make anyone do anything, we can only influence them," Anderson stated. By utilizing training, gamification, motivation, and recognition altogether, instructors can gain the influence they need to drive the results they desire.



Pictured: Kelly Anderson Group's Safety Trainer Program

TEAM MEMBER SPOTLIGHT

Shane Soden



Job Position: *Recruiting Director*

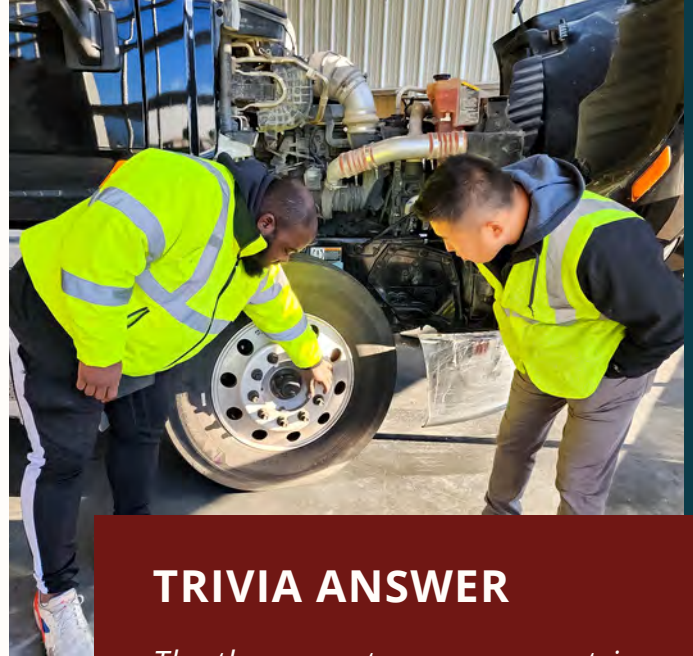
Length at the company: *6 years*

Where are you from: *Seneca, MO*

Favorite part about working here:

"Impact/Kelly Anderson Group promotes family and a work-life balance! I am truly blessed to work with some of my best friends and family each and every day!"

Pictured: Kelly Anderson Group's Driver Finisher Program



TRIVIA ANSWER

The three most common pre-trip inspection steps overlooked and forgotten are chocking the wheels, cleanliness, and brake checks (according to Big Road).

Happy
Valentine's Day



www.kellyandersongroup.com

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