



Keynote Speaking Topics

RECRUITING AND RETENTION

“MANAGEMENT AND LEADERSHIP TECHNIQUES OF RECRUITING AND RETENTION PROFESSIONALS”

Presentation time: 1 hour

This presentation contains vital information for Managers, Directors, and Vice Presidents tasked with Hiring, Structuring, and Motivating recruiting and retention professionals. The techniques outlined in this presentation will help you grow and retain your fleet and staff.

“MEMOIRS OF THE UNDERCOVER TRUCKER”

Presentation time: 1 hour

In this session, Kelly Anderson, President of Kelly Anderson Group will share his experiences as the "undercover trucker" wherein he is hired by fleets to go through their entire Recruiting, Orientation, and On-boarding process as a driver. Kelly will outline the most frequent offenses, how they adversely affect recruiting and retention, and how to correct them. Kelly's recount of his experiences will shock you, entertain you, educate you, and arm you with information that will improve your recruiting and retention efforts.

“RECRUITING AND RETENTION STRATEGIES THAT WORK” (Undercover Trucker)

Presentation time: 1 - 1.5 hours

Our industry is experiencing the largest driver shortage it has ever seen. Fleets are struggling to find qualified drivers to fill their empty seats. In this session, Kelly Anderson, President of Kelly Anderson Group will outline industry-leading techniques that have helped hundreds of companies overcome the challenges of finding, recruiting, and keeping the drivers they need.

A few of the talking points include:

- Recruiting department structure
- Where to find Drivers
- 6 Strategies for recruiting the drivers you want and need
- Pro-active retention techniques
- Experiences of the “Undercover Trucker”

“BEST PRACTICES IN RECRUITING AND RETAINING DRIVERS”

Presentation time: 1 - 1.5 hours

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A few of the talking points include:

- Where to find Drivers
- Pre-Qualifying Drivers
- How to Improve the Quality and Quantity of Drivers Recruited
- How Recruiting can improve Retention
- How Orientation can improve Retention
- How Operations can improve Retention

“PROACTIVE RECRUITING AND RETENTION TECHNIQUES”

Presentation time: 1 - 1.5 hours

Kelly will share some of the most innovative and effective recruiting and retention techniques in the industry. Attendees will learn how to shorten their hiring cycle, improve the quality of drivers hired, proactively address driver turnover before it happens, and create a rehire system that will fill their trucks with the drivers they want.

A few of the talking points include:

- Two things Recruiters should do every time the phone rings
- Shortening the Hiring Cycle
- Hiring the Drivers you want, not the ones that want you
- Developing a Rehire System
- How Recruiting can improve Retention
- How Orientation can improve Retention
- How Operations can improve Retention

“RELATIONSHIP-BASED RECRUITING”

Presentation time: 1 hour

Most people think everybody else:

- Thinks like they do
- Relates like they do
- Are motivated like they are
- Want what they want

These assumptions just are not true!

In this session, you will learn how to identify the caller’s personality type based on the words they use. Using this information, you will be able to talk to applicants based on who they are not who someone else was. These are essential skills that enable recruiters to create a committed relationship with a driver during the first phone call. Realize the full power of this phrase: *People like people who are like them.*

DRIVER RETENTION

“PRO-ACTIVE RETENTION TECHNIQUES”

Presentation time: 45 minutes – 1 hour

The problem with most retention efforts is they’re reactive. Once a driver comes in and says “I’m quitting” the chances of getting them to stay a pretty slim. This presentation is full of easily implemented proactive retention

techniques that address the main reasons for driver turnover. Many fleets have reduced their turnover rate by 27% - 35% as a result of implementing these techniques.

A few of the talking points include:

- How addressing the top two reasons drivers quit will substantially reduce turnover
- How to strategically identify and address drivers with problems before they quit
- Understanding the “Basic Human Needs” and how it impacts turnover

“REAL-WORLD SOLUTIONS TO REAL-WORLD CHALLENGES”

Presentation time: 45 minutes - 1 hour

Kelly will show the audience how to proactively identify and address driver turnover before it happens. He’ll list the most common reasons for driver turnover and outline solutions to address each of those issues. Attendees will learn what they can do on a daily basis to improve the Driver Turnover at their company.

A few of the talking points include:

- Proactive Driver Retention Techniques - Identifying and Addressing Driver Turnover before it happens
- Making Driver Turnover a Company-Wide Concern
- Corporate Culture vs. Driver Turnover
- Three Ways you can use the Industry Statistic “75% of Turnover happens in the first 90 Days of Employment” to your advantage
- Utilizing the Exit Interview to Reduce Turnover and Increase Rehires

“STRATEGIC RETENTION TECHNIQUES”

Presentation time: 1.5 hour

This keynote will provide the audience with easy-to-implement and proactive driver retention techniques. Kelly will outline strategic and best practice action items that proactively address driver turnover before it happens. The action items described in this presentation start before the driver comes to orientation, and continue throughout their employment, and if at some point the driver does decide to quit the action items continue beyond their employment.

A few of the talking points include:

- How Recruiting can Improve Retention
- How Orientation can Improve Retention
- How Operations can Improve Retention
- Strategic Touch Points
- Conducting Exit Interviews
- Identifying the Real Reasons Drivers Quit

MANAGEMENT

INTERVIEWING TECHNIQUES – THE DETECTION OF DECEPTION

Presentation time: 1 hour

Kelly Anderson, President of Impact will provide an informative look at the importance of pre-employment interviews.

Here are a few of the talking points:

1. How accurate is the information on the application
2. Negligent Hiring – What it is and how to avoid it
3. Standardizing the interview process
4. How to detect deception over the phone and in person

As a result of this fun and interactive keynote attendees will have the information they need to implement their own pre-employment interview process.

CREATING A “GUNG HO” WORKING ENVIRONMENT

Presentation time: 1 hour

Many managers lament about their employee’s lack of enthusiasm, commitment, or sense of urgency. In this presentation, Kelly Anderson of Impact/Kelly Anderson Group, Inc. will utilize the experience gained from 11 years of Transportation Management consulting with over 250 companies to personalize the principles of “Gung Ho”. (A book by Ken Blanchard)

What you’ll learn in this session:

- How to Create a Productive and Rewarding Work Environment
- How to Show each Department Their Work is Worthwhile to the Success of the Company
- How to Empower Employees within Set Parameters
- How to Provide “TRUE” Appreciation
- When and How to Celebrate Achievements

These principles will transform your department/company into a creative, productive, profitable, and fun place to work.

“MANAGEMENT TECHNIQUES OF AMERICAS MOST EFFECTIVE OWNERS AND MANAGERS”

Presentation time: 1 hour

This session will outline the Management and Leadership techniques of the nation's most effective and successful owners and managers. Kelly will describe each of the “techniques” and how we can use them in the transportation industry. Kelly has helped many of his clients implement these “Techniques of Success” and they have realized phenomenal and measurable results.

A few of the talking points include:

- Pro-Active vs. Reactive
- Managers Most Important Responsibilities
- Managing the “7 Key Result Areas”
- Motivating the Workforce

“MANAGEMENT AND LEADERSHIP TECHNIQUES FOR SAFETY AND HUMAN RESOURCE PROFESSIONALS”

Presentation time: 1 hour

The principles outlined in this presentation are true game changers in the lives of Safety and Human Resource professionals and the people they lead. Kelly will share how to get out of the whirlwind and start working with a clearly defined purpose. Kelly has helped many of his clients implement these “Techniques of Success” and they have realized phenomenal, measurable, and lasting results.

A few of the talking points include:

- Managers Most Important Responsibilities
- How do you Define Success
- Taking Initiatives from Concept to Implementation – How to stop them from dying when you leave the meeting room
- Leadership Techniques that will Motivate your Workforce

“LEADERSHIP LESSONS FROM LEADING MEN INTO COMBAT”

Presentation time: 1 – 1.5 hours

Colonel Staha spent 38 years serving as the pointed tip of the spear as an Air Force Special Operations Officer. During this presentation, he will share photos of soldiers and tell their stories. Some of these soldiers were injured, and some lost their lives. They all worked for and with Colonel Staha as Air Force Special Operations Tacticians. Colonel Staha will share the leadership lessons he learned in each of these situations. You don't want to miss this motivating, inspirational, and educational presentation.

“MANAGING AND COMMUNICATING WITH THE FOUR GENERATIONS IN THE WORKPLACE”

Presentation time: 1 hour or up to 2 hours

This session will outline the generational differences of the employees within a company. Armed with this knowledge managers will more effectively communicate, manage, and lead their diverse workforce.

Below is a list of the talking points of the presentation:

- Identifying the Four Generations in the Workforce
- How to Motivate each Generational Group
- How to Communicate with each Generational Group
- How to Manage each Generational Group
- How to Lead each Generational Group
- How to Reward each Generational Group
- Creating a Cohesive Team out of a Diverse Workforce

As a result of this presentation, attendees will understand how to manage, communicate, and lead people based on their individual value system as it relates to their generation.

MOTIVATIONAL

“AN UNLIMITED YOU”

Presentation time: 1 hour

In this life-changing presentation, Kelly will motivate the audience to step beyond their pre-conceived limitations and ask themselves: Where do I want to go? What do I want to do? What more can I offer?

Here are some of the principles outlined in this presentation:

- Dreaming Without Self Imposed Limits

- Setting and Achieving Goals
- Surrounding Yourself With the Right Influence
- Living Life Above the Line

This presentation will help people unleash the unlimited potential of their life.

“CREATING AN UNFAIR ADVANTAGE IN YOUR BUSINESS AND PERSONAL LIFE”

Presentation time: 1 hour

This presentation has motivated Supervisors to CEO's. Kelly will share 5 actions each person can take to create their own unfair advantage. Through his personal stories of success and experiences, he has motivated audiences from all walks of life to leave their self-imposed limitations behind and strive to be the best they can be.

“WHY WE DO WHAT WE DO”

Presentation time: 1 hour

Most people have never really stopped and considered why they do the things they do on a daily basis. This presentation helps people ask themselves the hard questions that lead to direction and accomplishment. It will impact every aspect of their professional and personal life.

CUSTOMER SERVICE

“CUSTOMER SERVICE IN AN ELECTRONIC EXCHANGE WORLD”

Presentation time: 1 hour

To be competitive in today's market it's not enough to provide a service, you've got to provide exceptional service. You've got to exceed customer expectations at each stage of the “cycle of service”. This takes a concerted effort on everyone's part.

During this keynote, Kelly will outline the “Cycle of Service” and how to build commitment in this age of “electronic interaction”. With this information, you can clearly outline steps to build customer commitment and exceed their expectations – every time!

The Extra Mile – Everyone talks about it, but very few actually travel it

Here are a few of the talking points:

- The Strategies of Service
- The Rules of Customer Service
- Handling Customer Complaints
- The Cycle of Service
- Creating and Maintaining Relationships in the Electronic Age

SAFETY / LOSS PREVENTION

“ACCIDENT AND INJURY PREVENTION THROUGH BEHAVIOR MODIFICATION”

Presentation time: 1 hour

Behavior is the root cause of most accidents and injuries. In order to proactively, significantly, and consistently reduce “events” we have to instill the proper behavior through education, awareness, and motivation. This presentation will outline how to create a safety and behavior modification program that will engage drivers and workers of all experience levels. Kelly will also outline how fleets can increase drivers recruited and decrease turnover through the utilization of an ongoing behavior modification program.

“I’M TRAINING MY DRIVERS BUT IT’S NOT CHANGING BEHAVIORS/ACTIONS – WHAT DO I DO NOW”

Presentation time: 1 hour

Safety issues account for up to 20% of fleet turnover. This is driven by the fact many drivers see training as punishment rather than professional development. As a result, they reluctantly take training courses and see it as a nuisance which drives dismal results at best. In this presentation, Kelly Anderson, President of Kelly Anderson Group will share techniques and best practices to create a culture of excellence in safety. The policies, procedures, and programs outlined in this presentation can change the results, culture, and attitude of drivers around compliance, safety, and training.

“REDUCING LANE CHANGE, BACKING, AND FIXED OBJECT ACCIDENTS”

Presentation time: 30 minutes

The techniques shared in this presentation are critical to reducing lane change, backing, and fixed object accidents. Kelly Anderson, President of Kelly Anderson Group, Inc. will share an easy-to-implement initiative that has helped numerous fleets realize a substantial reduction in accidents.