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## **Proactive Driver Retention Techniques Seminar**

This seminar is full of People skills, Communication skills, and Interpersonal skills. Attendees frequently comment on how much they enjoyed the training and how pleasantly surprised they were to learn so many aspects to make them better people. The end result is this directly impacts driver retention efforts.

Kelly's retention seminar has helped numerous companies lower their turnover by 35% - 50%. He is able to achieve these results by getting everyone working together, creating proactive action items that address turnover before it happens, and setting a specific turnover reduction goal with dates of completion that attendees commit to accomplishing.

The seminar has and/or creates the following items, which help build and maintain awareness.

- Course materials (31-page booklet)
- We create an action list as we work through the agenda
- Set a specific turnover reduction goal

The following outlines a few of the talking points within the Seminar.

- What Trucking and Football have in common (team building exercise)
- Major Reasons for Turnover
- Stress and Anger Management
- Pro-Active Retention Techniques (strategic touch points)
- Basic Human Needs
- Creating a Culture that reduces Turnover

Kelly's goal is to educate attendees about driver turnover and get them committed to improving it. He wants the participants to become actively concerned about driver retention. At the end of the seminar, employees will have new insight into the driver turnover problem. Moreover, they are motivated to make a difference.

During the seminar, Kelly and the attendees will work through the above agenda. Kelly uses it as a catalyst to start conversations and identify turnover-causing issues. Every time they identify an issue, he works with the group to come up with an action item to address the issue. The action list identifies what the attendees are going to do as a result of the seminar to proactively reduce turnover.

Due to the interpersonal skills outlined in this seminar, everyone in the company will benefit from the experience regardless of their involvement with drivers.

Kelly likes to limit classes to 35 people or less. This allows him to keep everyone actively involved.