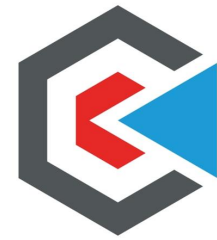


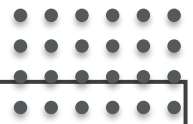
Becoming the Employer of Choice in Your Market

*Building a system that guarantees
leadership & workforce stability*

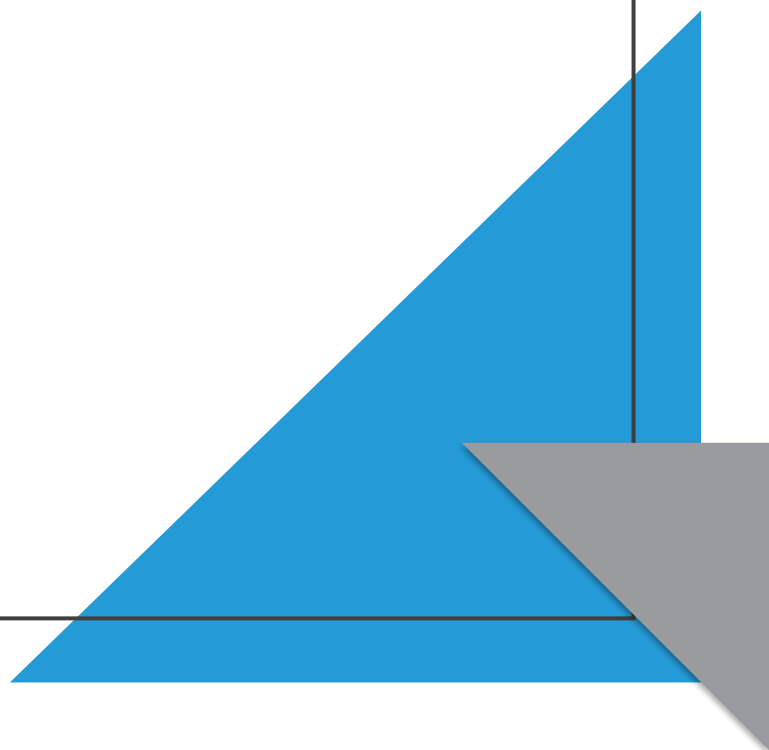
Presented By: Jeff Rogers



TRANSPORTATION
CONSULTANT
GROUP



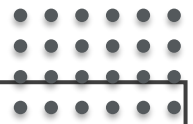
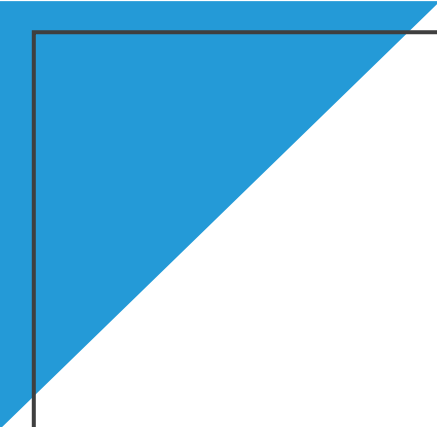
“I Can’t Find People
Who Want to
Work...”





Why becoming the Employer of Choice matters

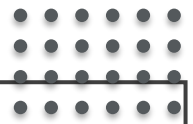
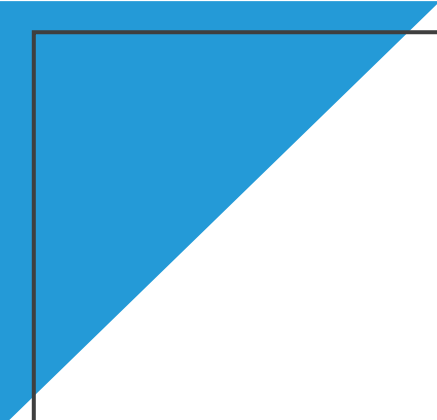
- Recruiting & Retention are more than HR problems; they are leadership, marketing, sales, operations, training, and safety problems.
 - Turnover costs compound training time, safety risk, customer impact, leadership distraction.
- 
-



Characteristics of Smart **VS.** Healthy

What do “SMART” motorcoach companies look like?

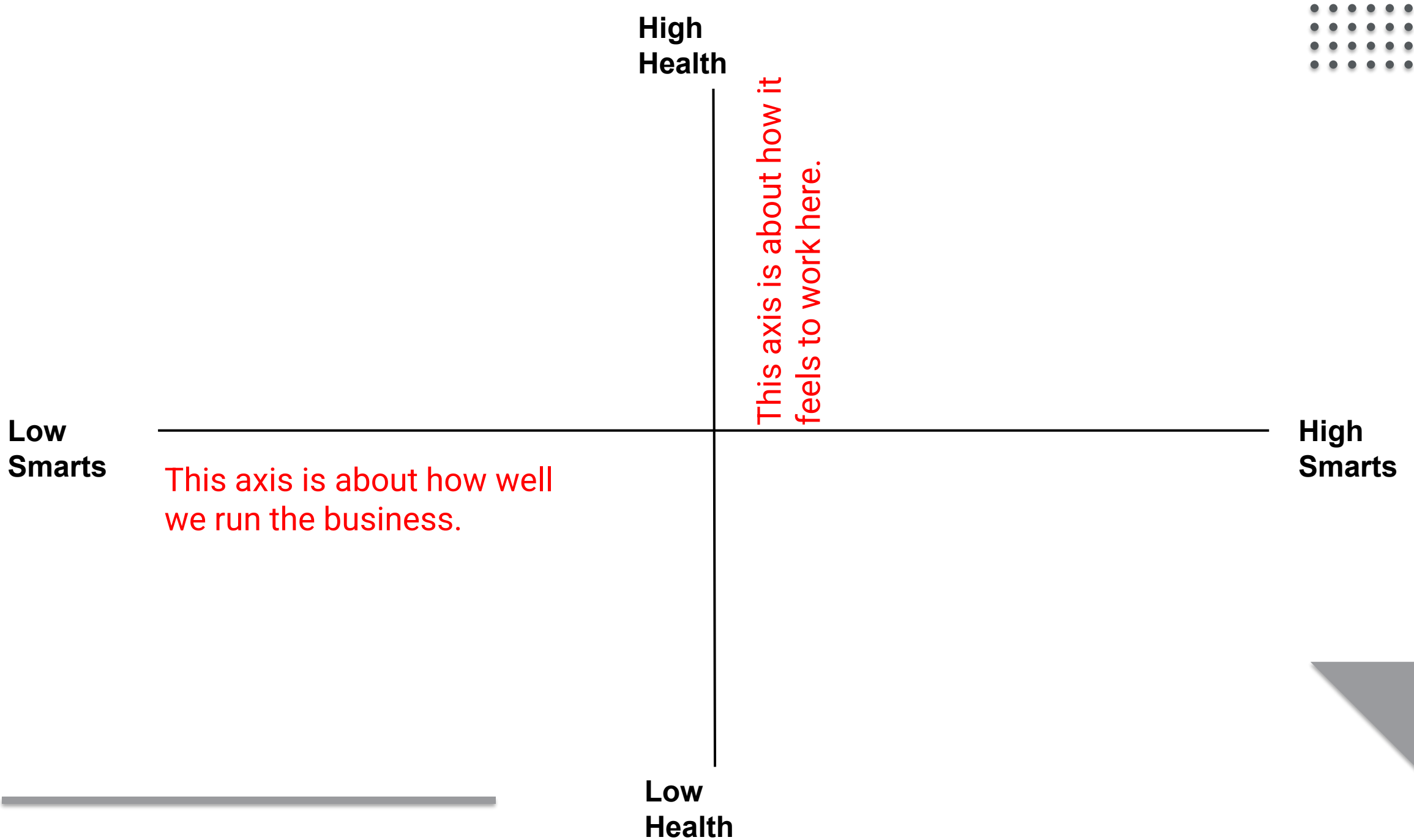
- Clear market strategy.
 - Strong financial literacy
 - Disciplined capital planning
 - Robust safety & compliance
 - Structured maintenance & asset mgmt.
 - Tech-enabled operations
 - Professional sales & client mgmt.
 - Data-driven decision making (KPIs)
 - Clear org structure & roles
 - Continues improvement mindset
- 



Characteristics of Smart **VS.** Healthy

What does “HEALTHY” look like in a motorcoach company?

- Team members feel connected to purpose
 - Conflict is productive & healthy, not personal
 - Leadership team is aligned & unified
 - High Trust exists from bottom to top.
 - Values are lived, not laminated.
 - Clear performance expectations at every level.
 - Leaders coach, not just supervise.
 - Accountability is honest and consistent.
 - Emotional safety is valued.
 - Low turnover among strong performers.
- 





High
Health

Low
Smarts

High
Smarts

Bubble Gum & Bailing Wire

- Weak financial controls
- Reactive maintenance & scheduling
- Unclear leadership roles
- Low trust & high frustration



Why did I start this business?

Low
Health



High
Health

Good People, Poor Systems

- Loyal, long-tenured team
- Strong Relationships
- Informal Processes
- “We’ve always done it this way”

⚠️ **Why can’t we scale our business?**

Low
Smarts

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Bubble Gum & Bailing Wire

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🔔 **Why did I start this business?**

Low
Health

Smart but Strained

- Poor Trust & Morale
- Clear Org Chart
- Strong systems, KPIs, & Compliance
- Sophisticated Software

⚠️ **“Why can’t we keep good people?”**



High
Health

Good People, Poor Systems

- Loyal, long-tenured team
- Strong Relationships
- Informal Processes
- “We’ve always done it this way”

⚠️ **Why can’t we scale our business?**

Sustainable Performer

- Clear Strategy & Strong Systems
- High trust & accountability
- Leadership is aligned & visible
- Continuous improvement mindset

♥️ **“Durable success, low turnover & risk, higher margin”**

Low
Smarts

High
Smarts

Bubble Gum & Bailing Wire

- Weak financial controls
- Reactive maintenance & scheduling
- Unclear leadership roles
- Low trust & high frustration

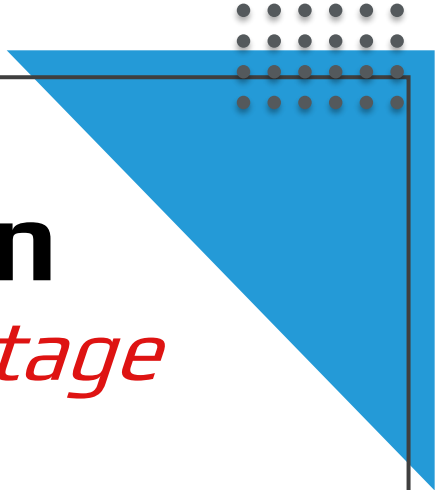
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- Sophisticated Software

⚠️ **“Why can’t we keep good people?”**

Low
Health



Different Paths, Same Destination

Organizational Health is the Competitive Advantage

Pat Lencioni: Organizational Health:
Author of *"The Advantage"*

"Organizational health is the greatest competitive advantage."

Dan Sullivan: Context not control and Teamwork
Author of *"Who Not How"*

"Teamwork capacity determines growth."

Jim Collins: Discipline & clarity sustain greatness
Author of *"Good to Great"*

Disciplined people and culture

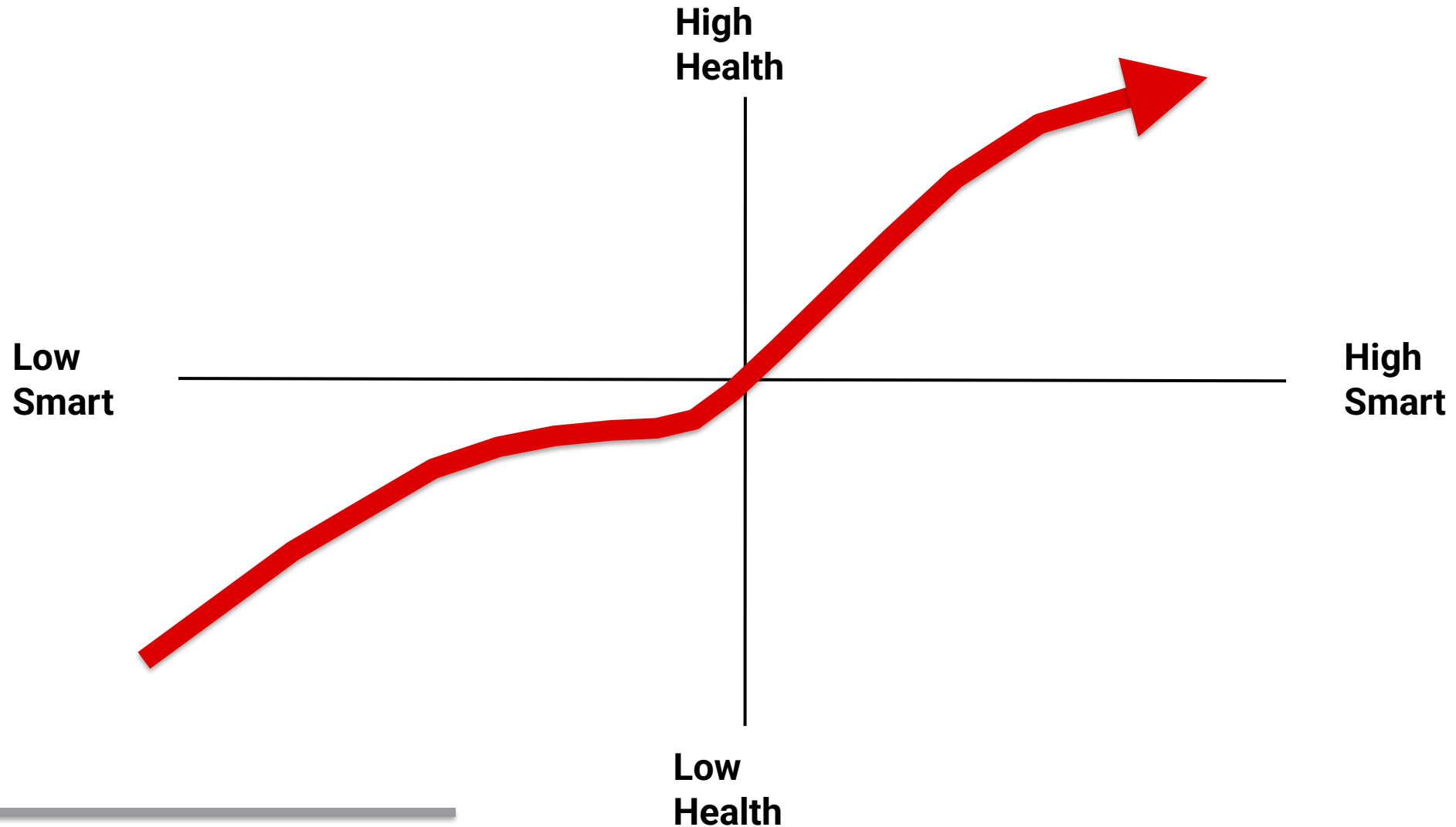


WHY WE NEED
**HUMAN
SKILLS**

by Simon Sinek



How do we move up and to the right?



Five Pillars of the Employer of Choice System

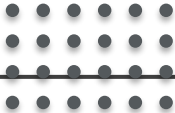
Leading
Leadership
Alignment

Role Clarity &
Performance
Accountability

Recruiting as a
Team Sport

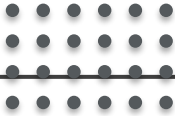
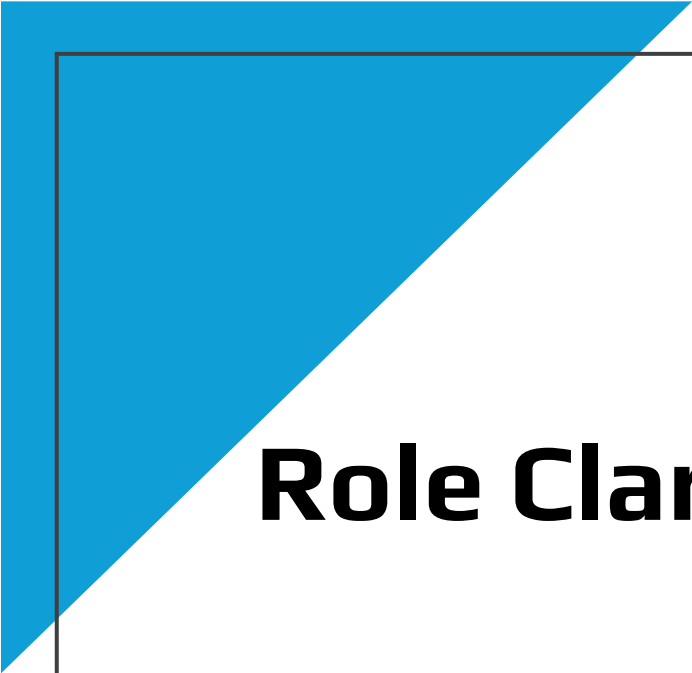
Sticky
Onboarding

Develop a
Coaching
Mindset



Leadership Alignment

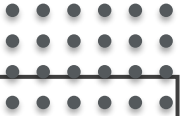
- **Why does the organization exist?** (Why do we matter? What is our purpose?)
 - Accounting Firm – “*We exist to create a less taxing life for our clients.*”
 - Charter Company – “*We exist as a Way Maker in a world of dead ends.*”
 - **How do we behave?**
 - Values that are non-negotiable, DNA embedded, not aspirational, and not table stakes.
 - **How will we succeed?**
 - Strategic filters for decision making, resource allocation, and alignment.
 - **What is Most Important, Right Now?**
- 



Role Clarity & Performance Accountability

People can't win if the scoreboard is unclear.

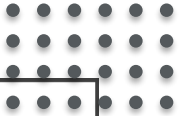
- **Every Role has 3-5 Key Result Areas**
 - **Drivers:** Safety, Professionalism, Reliability
 - **Dispatch:** Accuracy, Communication, Calm Under Pressure
 - **Maintenance:** Uptime, quality, production
- 



Recruiting is a Team Sport

HR, Training, and Operations are committed to becoming the Employer of Choice

- Practice fast response (seconds/minutes, not days/weeks)
 - Document clear expectations (training, onboarding, performance)
 - Develop consistent screening & interviewing processes.
- 



The 7-Day Hiring Timeline

Day 1 (Less than 1 Business Day): Review, Contact & Schedule Screening Call

Speed is crucial (Measure response in seconds/minutes not days/weeks)

Make a personal phone call—not autoresponders

Day 2-3 (Less than 3 Business Days): Conduct the Screening Call

Standardized interviewing process/interview memorialized
Multiple team members trained and capable to interview

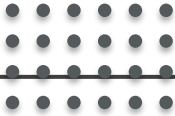
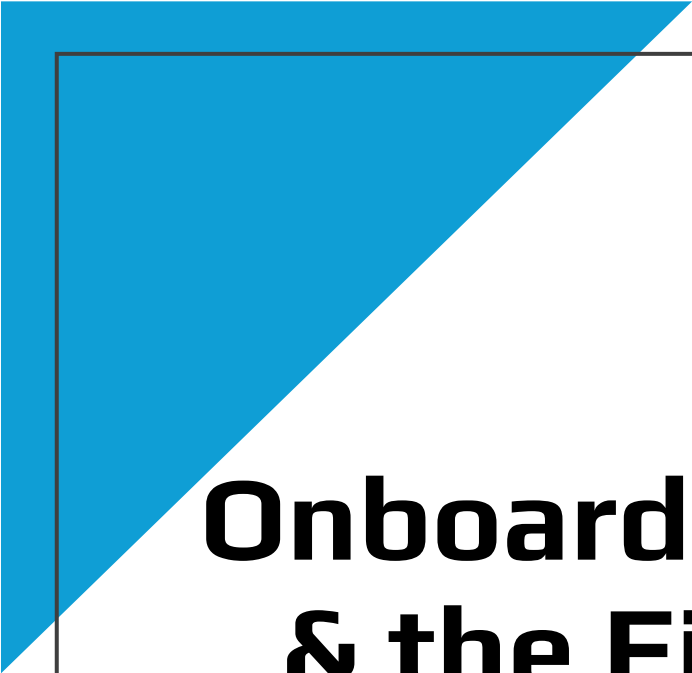
Day 4-5 (Less than 5 Business Days): In-Person Interview & Make a Hiring Decision

Streamline your processes—paperwork, testing, compliance
Interview determines qualifications/training determines ability

Day 7: Onboard Your New Employee

New Team Member enters training

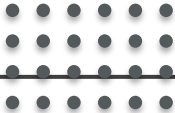
Aim for a 7-day onboarding goal (regular training cadence)



Onboarding & the First 30 Days

You either win or lose people here:

- **Leadership Playbook** – You belong here, here's how we work.
 - **Clear training, clear expectations, real check-ins.**
 - **Hold 1:1s**
 - What's going well?
 - What's confusing?
 - What do you need?
- 



Develop a Coaching Mindset

**Leaders are the Retention System
Setting Context for Success**

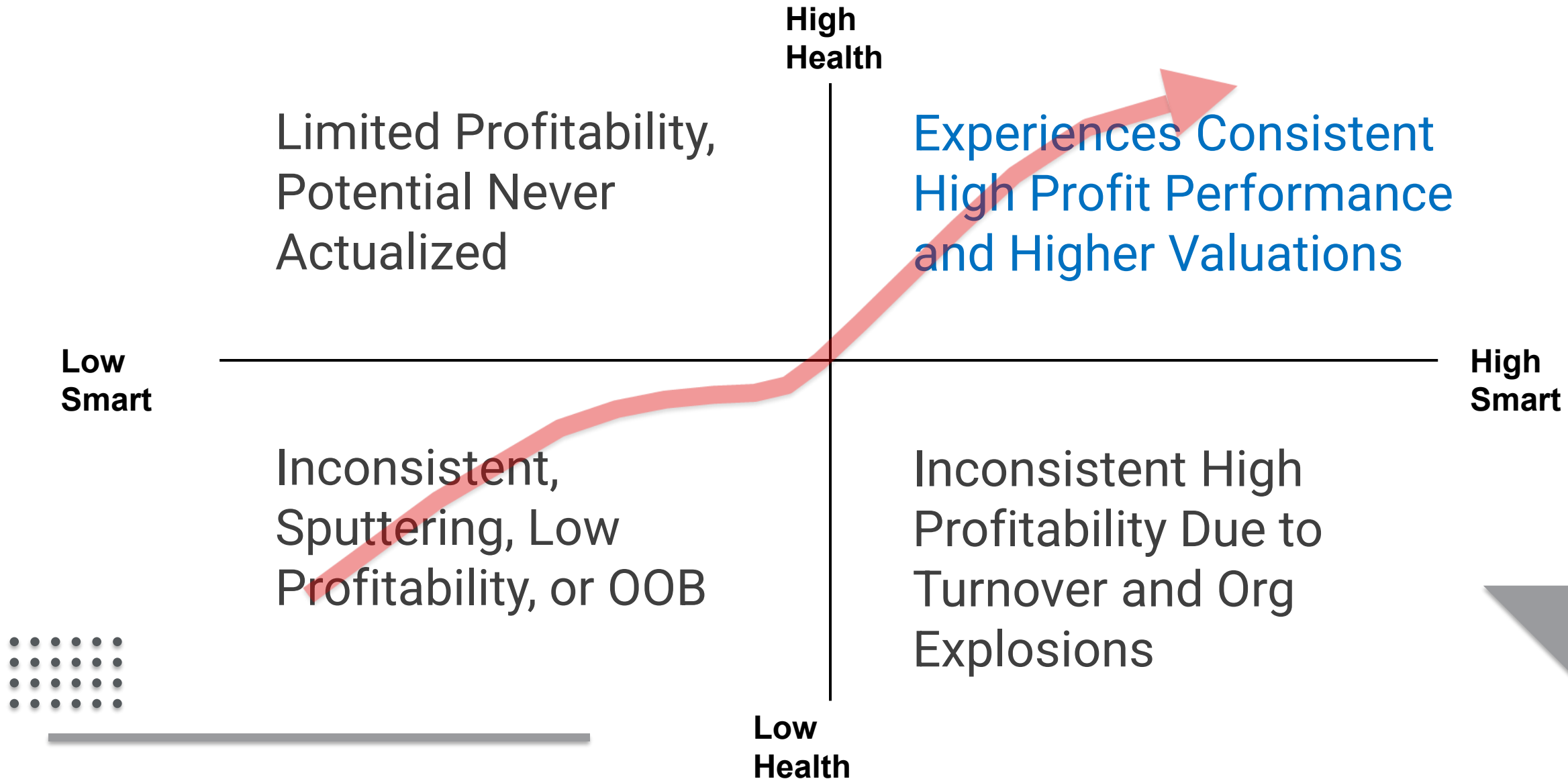
Coaching should be:

- Short
- Regular
- Practical

What it does:

- Issues surface early.
 - Leaders stop firefighting
 - Employees feel seen, not managed.
- 

How Smart VS. Health Impact Profitability?



Employer of Choice – Step One

Clarify how your company is actually experienced by drivers



A. What You Believe Drivers Value MOST (check top 5)

- ☐ Predictable schedules
- ☐ Fair, transparent pay
- ☐ Well-maintained equipment
- ☐ Respect from dispatch
- ☐ Respect from leadership
- ☐ Clear trip expectations
- ☐ Time off that is honored
- ☐ Clear gratuity policy

B. Where Drivers Actually Feel Friction

Check all that apply — honesty matters more than comfort

- ☐ Last-minute trip changes
- ☐ Dispatch pressure or tone
- ☐ Equipment surprises on pull-out
- ☐ Pay confusion
- ☐ Burnout during peak season
- ☐ Time-off requests discouraged

C. Gap Test Where do our intentions and drivers' daily experience not match?

D. One Immediate Action (Next 30 Days)

If drivers noticed only ONE thing improving, what would it be?



Jeff Rogers | TConTeam | jeff@tconteam.com

Employer of Choice – Step Two

Define your employer positioning — why a good driver would choose you and stay

This is not marketing language. It is an internal clarity exercise.



A. Complete This Sentence If this is hard, that's data — not failure.

A professional motorcoach driver should work here because...

B. What You Will Be Known For (choose no more than 3)

Clarity beats comparison.

- ☐ Best-maintained coaches
- ☒ Most predictable schedules
- ☐ Most respectful dispatch culture
- ☐ Best communication before trips
- ☐ Best tour planning & pacing
- ☐ Strong safety culture
- ☐ Driver input actually matters

C. What You Will NOT Compete On (choose one)

Focus creates strength.

- ☐ Highest pay in the market
- ☐ Shortest duty days every time
- ☐ Unlimited time off
- ☒ Saying yes to every charter
- ☐ Being everything to everyone

D. Employer of Choice Anchor

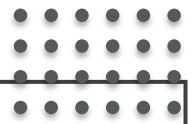
When drivers talk about you, what do you want them to say?

E. One Leadership Behavior That Must Change

Employer of Choice starts with leaders.



Jeff Rogers | TConTeam | jeff@tconteam.com



Employer of Choice Starts Here

If you do nothing else, do this:

With your leadership team, answer one question:

“What do we tolerate here that is slowly costing us our best people?”

Do three non-negotiable things in the next 30 days:

1. Name it clearly

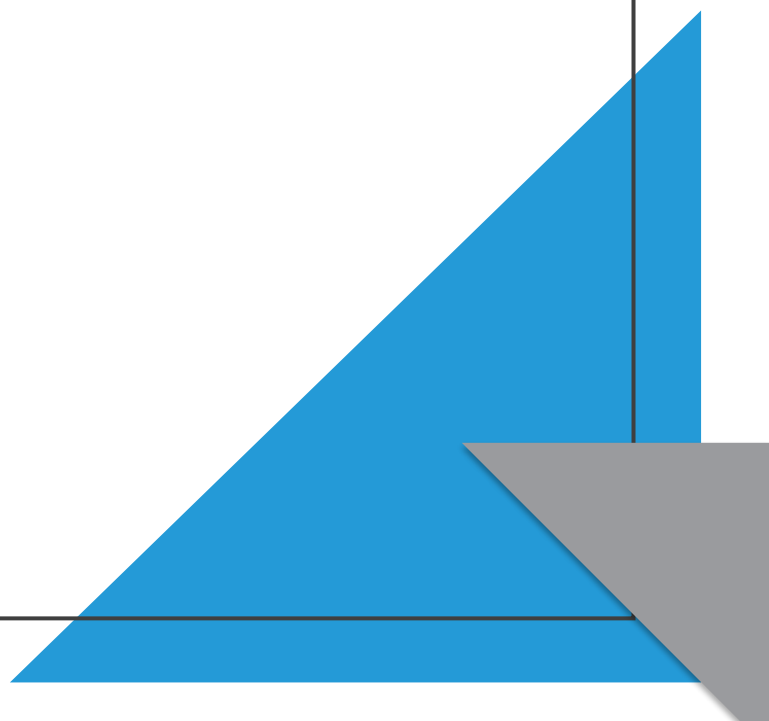
Stop explaining it away. Write it down. Call it what it is.

2. Agree on the standard

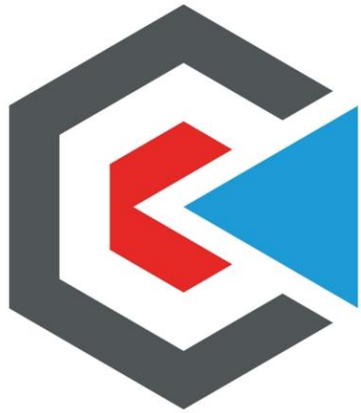
Decide—together—what “good” looks like instead.

3. Enforce it consistently

Same rule. Every role. Every time.



Thank You



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