

## Go Fish!

By Jayne Gunn, as printed in Road Today, March 2008

As a recruiting supervisor, I believe I can speak intelligently on what it takes to succeed in pursuing a career as a driver. When we look to fill seats, it can be like fishing in a barrel, but when you are trying to find a true professional, it's more like trying to catch a minnow from the largest ocean. It's almost impossible to hook a great one when the odds are that stacked against you.

The same can happen when you are trying to start a career in transportation. If you don't have someone to lean on who you trust to provide you with good information, you can end up in the red light district. Now for those of you shocked by this statement, are you really? We all know the good, the bad and the ugly of trucking. From sub-standard training, log book violations as a practice to driving unsafe equipment, unless guided and mentored, someone who is still "green" will be eaten alive by the sharks.

We have an obligation, I believe, to help those starting out in the Industry. Our Industry. How can you expect to make it a better place if someone at your organization answers the phone and says "you need two years experience" then hangs up, laughs, and says to a co-worker "let them crash someone else's equipment first." What you are really saying to that individual is that you don't care about their future and have no interest in investing in them. Is that how you intend to grow your company? I don't think so.

Training, good training, is the foundation for success in any facet of transportation. You then need to pursue a carrier who is prepared to invest in you and your future. When you find one, you will have a winner as they not only know how to run their business, they understand it is the people they hire and train that helped get them to where they are.

The morale of this story is really quite simple. Investment = Success. If you are about to embark on a new career, you need to invest in yourself by obtaining the best possible training. It may be expensive, but you get what you pay for. Keep in mind that it's what will give you the tools you require to be successful. As carriers, we need to invest in our people. Offer them continued education to enhance their skills, coach and mentor them, and in return you will have dedicated, hard working, loyal employees. I see it as a win win situation myself and a good way to help retain great talent.

So, how do you end up swimming to the top, getting hand picked by the best and not eaten by the sharks? Ask questions, get answers and learn! Your future success depends on it.

Women In Trucking is available to help answer your questions. You can contact me directly or visit [www.womenintrucking.org](http://www.womenintrucking.org).

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the transportation industry most of her working life. She has also been involved with the Ontario Commercial Driver Apprenticeship Program and the Ontario Career Path Round Table for Transportation.