

A better workplace for women



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About a third of our life is spent at work, so it's time to value that time and the human resource committed to it. If you want a better balance in your workplace and more risk-averse drivers, then it's time to listen to what your modern diverse workforce wants.

The science is easy—when someone is happy at work, feels positive and valued, then they work better and go the extra mile for the company. It makes sense to support the workers who in many cases are the ones who look after your customers.

Our professional drivers are the face of the company for our customers and a manager should always ask how the company is portrayed to the valuable

customers. If you have a driver who feels valued and supported and who enjoys their job, it is far more likely they will give off a good impression of your company.

The basis of a trusted relationship at work is just that—a relationship. Post-baby boomer generations look at a job as far more than just a means to financial security. They want to feel like they belong, are valued, and know they add value.

It takes time, effort, and the serious input of dollars to train and retain good employees. So it makes sense to do what you can to guard against a high turnover of staff and the time and resources that constant personnel changes cost a business. You also want to gain a reputation as a good employer

among those in the employment pool, as that will help attract the best candidates.

At the heart of your employee retention strategy should be:

- sound communication
- clear expectations and guidelines
- showing an interest and letting them know that their job is important to the company
- showing appreciation—a smile, positive reinforcement, or a pat on the back can go a long way
- asking their opinion—this doesn't mean you'll adopt all their advice but it's good to have input from all parts of the business
- trust them to complete their own projects; guide don't destroy
- be welcoming and inclusive of new people who might not know all the protocols and quirks of your business culture
- honesty should not be underrated

People care about what the business stands for and not just what they do in their own little silo. That pride translates quickly through to your customers who pay for the services you offer.

A corporate culture that's supportive of gender diversity, flexible in hours and work requirements to help accommodate family life is important. However, let's not forget the significance of the basics. Competitive compensation and benefits, training and continued professional development, and career advancement opportunities are also key to developing trusted and loyal employees. ■



Cat Wilson, log truck driver