

# wib

## WOMEN IN BUSES COUNCIL

BROUGHT TO YOU BY MOTOR COACH INDUSTRIES  
A PROGRAM OF THE AMERICAN BUS ASSOCIATION

# MONTHLY

## MAY 2022

### WIB NETWORK: HELPING YOU DEFINE SUCCESS

The last Monday in May is often synonymous with booze and barbecues. However, the holiday's official purpose is to honor fellow Americans who lost their lives in service to our country.

Women in Buses would like to take an opportunity to thank our Veterans. Quite a few of our member companies offer transportation services for branches of the military and many of us have veterans working for us in many different roles.



*This photo was taken by a driver for Bloom Bus during a military move.*

*Buses liase and help support the military for many different events.*

### DID YOU KNOW? 5 WAYS TO BUILD TEAM LOYALTY

Turnover in the bus industry is at an all time high. For some reason, two years of global pandemic has made it more difficult to find people to hire. There are many resources for attracting and hiring the right people. But what gets them to stay? How do you build loyalty?

- 1. Hire to a culture.** People accept a job for many reasons. They are looking of more money, a job closer to home, certain hours. They stay at a job for one reason: they like the culture of the place. People will do for love what they will never do for money. If they love the company and people with whom they work, they are much more likely to remain in the job long term.
- 2. Keep your culture consistent.** When owners expect something from their employees they themselves do no practice, employees will not be loyal. If you expect employees to be one time, then you need to be on time. If you are constantly running late, don't get upset when they are 15 minutes late.
- 3. Set the values of your company.** Sit down with your managers and key employees and let them know what you consider to be the values of your company and why those values are important. Every business has and demonstrates values, often without intentionally setting those values. It is important to your employees that they know what these values are so they can recognize them.
- 4. Communicate, communicate and communicate.** Start each day or shift with a huddle where you review the planned schedule for the day. Give yourself and employees 20-30 minutes each morning to discuss the plan, recognize recurring problems and discuss solutions to get into agreement to work together. Hold weekly staff meetings and discuss goals vs metrics. The more your employees know about these metrics, financial and otherwise, the more invested they are in a successful outcome.
- 5. Reward performance.** People like for their performance to be recognized. There are many ways to do this other than money. Reward and recognition should come each week – think of a coach awarding a game ball. Each week during your employee meeting, award your own version of a game ball. Combine it with a gift card or small token of something that is useful to employees. It's not so much about what you do, rather that you do it at all. All of these things create loyalty. They are easy and inexpensive to implement. And only require two things from owners, sincerity and consistent follow through.

### UPCOMING EVENTS

For a full listing of events and to register please visit: <https://www.buses.org/events/category/women-in-buses-events>

#### WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, May 4 | 2:00 p.m. ET

“How Do You Work with the Unexpected or Planned Disruptions?”

No Ordinary Day- What do you do when you have “No Ordinary Day”? Join us to hear from a panel of industry experts speak to how they handle unexpected situations that arise during daily operations. We look forward to hearing your stories as well.

#### NETWORK AND NOSH SERIES

Friday, May 20 | 1:00 p.m. ET | Open Discussion

#### WOMEN IN BUSES WEDNESDAYS SERIES

Wednesday, June 1 | 2:00 p.m. ET

“Give Accuracy and Get a Better Bottom Line”

A panel discussion on recognizing deficiencies through analysis-making improvements- and creating more profitable operations.

### THE DRIVING FORCE

Please take a moment and fill this [survey](#) from Driving Force on your driver shortage issues. With this survey, Driving Force can tailor its materials and programming to help you attract the talent you need.

There will be a gift card drawing for all who fill out the [survey](#). Please fill out the survey by May 6.



#### SPREAD THE WORD

Share this Newsletter with another woman in bus world who can benefit from our network.



#### JOIN WOMEN IN BUSES

<https://www.buses.org/about/councils/WIB/membership/join>

Contact us at [wib@buses.org](mailto:wib@buses.org) to see how to get involved with our organization.



#### QUOTABLE

“Our debt to the heroic men and valiant women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifices.”  
-President Harry Truman

 [www.buses.org/wib](http://www.buses.org/wib)

 [wib@buses.org](mailto:wib@buses.org)

 800-283-2877

 @abawib

 women in buses

 @abawib

  
BROUGHT TO YOU BY  
MOTOR COACH INDUSTRIES

A PROGRAM OF THE AMERICAN BUS ASSOCIATION