

# DRIVER APPRECIATION WEEK... COMING UP



## **Q: Driver Appreciation Week is upon us; do you have any tips on how to celebrate?**

**A:** Driver Appreciation Week is being celebrated from September 10th - 16th. Congratulate your drivers for having a safe and efficient year. There are over 3.6 million truck drivers who face significant hurdles on the roadways. Take this week to show each of your drivers how much you truly value them!

When you receive your August Scorecard next week, don't forget to recognize and celebrate the safest and most efficient drivers. We often overlook these drivers to focus on coaching the poorly performing ones. Remember, drivers are all on the same team and do their best to represent your company and keep the roadways safe.

There are endless ways to celebrate drivers; below are just a few ideas:

- Company barbecue or pizza party
- Safety bonuses or awards
- Efficiency incentives
- Certificates (Leader, Safety, Efficiency, etc.)
- Letters of recognition
- Gift cards

Just remember that positive reinforcement is always a great way to drive behavior! After all, who doesn't appreciate an accolade?! It's all about walking the line of nurturing your drivers and helping them become better and/or praising them at their best.