

Applied Anthropology

Reducing Truck Driver Turnover



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I Use Anthropology To...

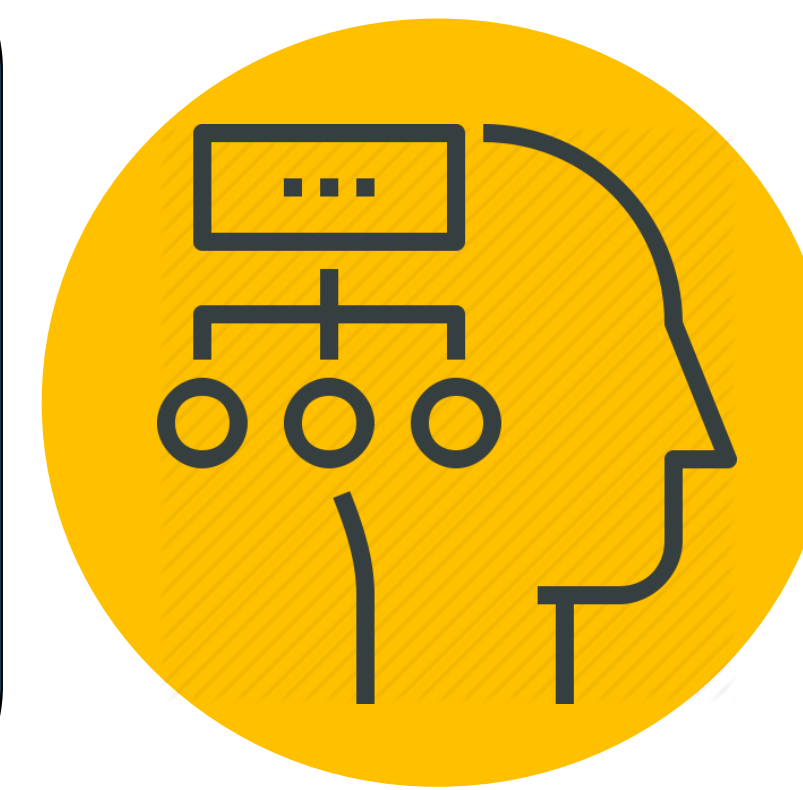
Conduct Research

- Examine Prior Truck Driver Turnover Studies
- Interview Research Participants
- Interpret Trucking Industry Data in Human Terms



Develop Theories

- Evaluate Social Science Authors
- Apply Ideas to Macroeconomic Picture, Industry Data, and Individual Lived Experiences



Build Consensus

- Work with Various Stakeholders Across Multiple Organizations



Identify Solutions

- Reduce Cost of Driver T/O by Adding More Driver Managers & Improving Driver Support
- Improve Work-Life Experience for Motor Carriers



**100%
Driver
Turnover?!**

Anthropology Helped Me To...

- Understand A Complex Problem &
- Identify Effective Solutions



My thesis study was geared toward understanding why driver turnover has been near 100% annually for over 30 years.

Effective solutions can only be developed after a problem is well understood.