The Driving Force will be hosting a webinar titled "Are You Using Technology to Your Advantage in Hiring" on September 27 at 2 p.m. ET.

Over the next several weeks, we will be utilizing ChatGPT to create emails from the information provided in our toolkit. ChatGPT is just one of the topics we will discuss on the webinar. Register today and let us know how you think ChatGPT worked for us.

In our toolkit, we provide a lot of valuable information on company culture. We explore the crucial topic of driver retention and how company culture plays a pivotal role. Let's delve into the key points:

1. **Understanding Employee Response**
2. : Top management's expectations shape employee responses. When employees believe in and demonstrate these values, they should be rewarded accordingly.

3. **Defining Company Culture**: Company culture encompasses behavioral norms, ethics, values, and attitudes. It's vital to include it in job descriptions to attract and retain talent.

4. **Crafting a Culture Action Plan**: To create a thriving culture, identify what makes your company unique. Incorporate elements that appeal to and keep valuable employees. Make sure your elevator pitch conveys your message and values effectively.

5. **Driving Culture from the Top**: Owners and executives play a crucial role in driving the company's culture. Constant reinforcement through print, training, and communication is essential.

6. **Culture's Impact on Recruitment and Retention**: A strong culture significantly influences recruitment, retention, and onboarding processes. Happy employees are more likely to stay.

7.  **Measuring Turnover Effectively**: Monitoring turnover is essential. Consider key metrics like the first 90 days and first-year turnover. Additionally, factors like job satisfaction and meeting economic needs impact retention.

By focusing on nurturing a positive company culture and aligning employee values, we can create an environment that retains our drivers and drives long-term success.

To view the toolkit in its entirety, [click here](#)