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# WORKPLACE IN FOCUS

TRANSPORTATION

SUPPORTING LOGISTICS AND TRANSPORTATION  
WORKERS DURING PEAK SEASON

# Introduction

With the 2024 holiday season just around the corner, the Transportation and Logistics (T&L) sectors are poised for an exciting surge in demand. With the buzz of Black Friday deals and the high volume of post-Thanksgiving shipments, this period from November through early January is a crucial time for businesses. While this peak season represents a significant opportunity for economic growth, it can also place considerable pressure on a workforce, leading to increased burnout and potential labor shortages.

For proactive HR leaders and CHROs, this moment offers a unique opportunity to implement support systems that not only enhance employee well-being during the holidays but also strengthen resilience for other peak periods throughout the year. Investing in your team now can empower them to stay motivated, healthy, and ready to embrace any challenge.



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# THE HOLIDAY CRUNCH

## MANAGING INCREASED WORKLOADS

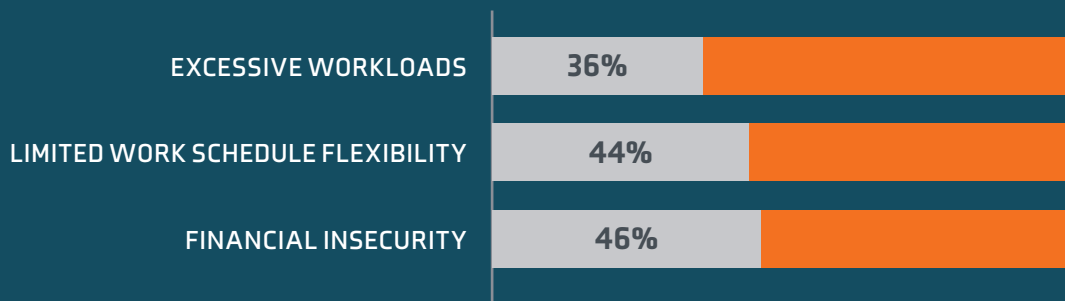
The average American currently **spends over \$1,000 during the winter holiday season**, most of it on gift shopping. This surge translates into heightened workloads for T&L employees, from supply chain managers orchestrating intricate logistics to warehouse workers managing an influx of inventory. **Trucking companies are particularly challenged**, balancing driver availability with increased shipping demands, often requiring holiday work.



# TURNING LABOR SHORTAGES INTO OPPORTUNITIES

The holiday season intensifies the ongoing labor shortages in the T&L sectors. A recent report reveals that **46% of T&L workers cite financial insecurity** as their primary source of stress, a concern that escalates during peak periods. While stress and burnout can significantly hinder productivity, this challenge presents a crucial opportunity for businesses. By prioritizing employee well-being, organizations can cultivate loyalty and commitment, ultimately leading to a more resilient and engaged workforce.

## Top 3 stress factors among logistic employees<sup>1</sup>



## CURRENT AFFAIRS THE LONGSHOREMEN STRIKE

The recent news of an **averted longshoremen's strike** added to the industry's woes and underscored the fragile labor landscape. Dockworkers play a pivotal role in ensuring the seamless flow of goods, and their discontent can ripple through the entire supply chain. Any threat of a strike heightens the urgency for employers to address employee grievances proactively, ensuring that morale remains high even under pressure.



To navigate these seasonal challenges, HR leaders in T&L can embrace innovative strategies that not only address holiday-specific pressures but also build resilience for other peak times throughout the year. Here are actionable solutions that can inspire your approach:

## 1. Embrace Flexible Scheduling and Smart Overtime Management

- + **Shift Swapping Platforms:** Implementing user-friendly tools like When I Work or Deputy, can allow employees to swap shifts easily and gain greater control over their schedules.
- + **Compressed Workweeks:** Options such as four 10-hour days can provide employees with longer weekends and enhance work-life balance.
- + **Why It Works:** Flexible scheduling helps employees manage their personal and professional lives more effectively, reducing stress and preventing burnout. Fair overtime policies ensure that extra work is compensated appropriately and reinforce morale during busy periods.

## 2. Launch Employee Recognition Programs

- + **Peer-to-Peer Recognition Systems:** Introduce platforms like Bonusly or Kudos where employees can recognize each other's efforts in real-time.
- + **Monthly Awards:** Establish awards for outstanding performance, such as "Employee of the Month," with tangible rewards like gift cards or extra time off.
- + **Why It Works:** Recognizing and rewarding hard work fosters a culture of appreciation and motivation. When employees feel valued, their engagement and loyalty increase, which is crucial during intense holiday seasons.

## 3. Develop Comprehensive Training Programs

- + **Onboarding Bootcamps:** Develop intensive training sessions for new hires to get them up to speed quickly.
- + **Continuous Learning Platforms:** Use services like LinkedIn Learning or Coursera to provide ongoing education and skill development for all employees.
- + **Why It Works:** Well-trained employees exude confidence and competence, resulting in higher performance and job satisfaction, which in turn reduces turnover rates.

## 4. Prioritize Mental Health Support

- + **Employee Assistance Programs (EAPs):** Partner with providers like BetterHelp or Talkspace to offer confidential counseling services.
- + **Stress Management Workshops:** Host regular workshops on mindfulness, time management, and resilience-building techniques.
- + **Why It Works:** Mental health resources empower employees to navigate the emotional challenges of peak seasons, fostering a healthier and more productive workplace.

# OUR WHOLE HEALTH PRACTICE

## A COMPREHENSIVE APPROACH TO EMPLOYEE WELL-BEING

Our Whole Health Practice exemplifies a comprehensive strategy for employee well-being, addressing emotional, financial, and physical challenges that arise during high-pressure periods. By implementing well-rounded programs, we help businesses ensure employees receive the support needed to maintain their health and productivity not only during the holidays but also throughout the year. We can support clients in these areas by finding the right point solutions or by developing a cohesive strategy utilizing existing resources.

**Emotional Health:** Initiatives like mental health counseling and resilience-building workshops create a supportive environment that helps mitigate anxiety and stress. We can provide manager training to help them recognize signs of employee burnout and guide their direct reports to appropriate resources.

**Financial Health:** Financial well-being is more than just saving for retirement. We help clients empower their employees by providing education and resources on a wide range of financial topics, including budgeting, healthcare consumerism, retirement planning, and insurance.

**Physical Health:** Wellness initiatives such as on-site fitness, yoga, and Pilates classes, ergonomic workstations, and regular health screenings promote physical well-being and reduce stress. On-site nutrition workshops can combat health issues and keep proper energy levels up throughout the long days of the busy season. Providing healthy snacks onsite can help make the healthy decision the easy decision.

### Physical Health

Helping employees stay active and healthy.

### Social Connections

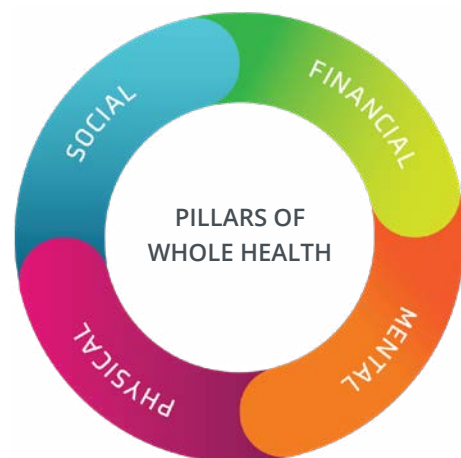
Encouraging positive relationships and a sense of community within the workplace.

### Financial Security

Equipping employees with the tools and resources they need to manage their finances effectively.

### Mental & Emotional Well-Being

Supporting employees' mental health and promoting a positive work-life balance.



# BEYOND THE HOLIDAYS

## BUILDING A RESILIENT WORKFORCE FOR THE FUTURE

The strategies implemented during the holiday season can have lasting benefits, boosting employee satisfaction and operational efficiency year-round. By addressing the root causes of burnout and labor shortages, T&L companies can build a more resilient and committed workforce. This proactive approach not only ensures smoother operations during peak times but also positions the organization as an attractive employer in a competitive industry.

### CONCLUSION

The 2024 holiday season is a testament to the vital role that Transportation and Logistics employees play in our economy. However, the increased demands and resultant stress can lead to significant employee burnout and labor shortages. By adopting comprehensive support strategies and embracing holistic health practices like those offered by our Whole Health practice, HR leaders can ensure their workforce remains healthy, motivated, and ready to tackle not just the holidays, but any peak season that comes their way.

Experience the transformative power of our HR solutions and explore how we can support your organization. Let's work together to achieve your goals and foster a resilient workforce that thrives under pressure. With a 96% client retention rate, our commitment to long-term partnerships reflects our dedication to your success. Connect with us today for a consultation and unlock the full potential of your team!



## MORE THAN JUST INSURANCE

Based in North America, Parker, Smith & Feek is an integrated financial services company focused on protecting the assets of its widely varied client base through insurance, risk management and wealth management solutions. As an employee-owned company, PS&F's more than 2,500 associates are empowered to provide customized solutions for their clients' unique needs.



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### SOURCES

- 1. <https://www.supplychainmovement.com/high-level-of-work-related-stress-among-logistics-employees/>

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