The workforce of the future: digital skills and human capital

Challenges and opportunities in the road transport industry

24 June 2016, Rotterdam
What research says

- Continuous growth in global trade of goods
- New technology and constantly changing working environment
- Increased requirements towards safety and security and overall quality of transport operations
- Image of the sector
- Driver shortage
## State of Play

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>Demographics</td>
<td>• Demographic changes pose a dramatic threat to the business models of many transport and logistics companies.</td>
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<tr>
<td>Recruiting</td>
<td>• Transportation and logistics companies are lagging behind other sectors in terms of recruiting and hiring. SMEs in particular are not regarded as the preferred employers of the future.</td>
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<td>Compensation &amp; Incentives</td>
<td>• Salary will remain one of the most important factors in hiring and retaining workforce.</td>
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<td>Career Paths</td>
<td>• There is a strong need for differentiated development options in the transportation &amp; logistics industry. Making sure that there are enough skilled candidates and suitable advancement options for talented staff won’t be easy.</td>
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<td>Diversity M’ment</td>
<td>• The transportation and logistics industry will fall short of taking full advantage of the significant benefits that gender and cultural diversity can offer.</td>
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<td>Employer Branding</td>
<td>• Future job seekers still won’t see transportation and logistics as a desirable industry. To stand out, transportation and logistics companies must proactively manage their company brand.</td>
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</tbody>
</table>

Source: PwC - IRU Academy Seminar - Career prospects in the Road Transport Industry
A focus on learning and career development

- 50% of logistics and supply chain professionals are actively looking for another job with better offers
- Requirements of employees are changing and the need for better educated workers increases
- Continuous training as well as more advancement opportunities are crucial for the retention of talent
- Aligning company and employee goals has major benefits

Source: PwC - IRU Academy Seminar - Career prospects in the Road Transport Industry
What does the road transport industry to develop the workforce of tomorrow
Leveraging technology to maximise dissemination and retention

1. Raise driver risk awareness
2. Encourage self-observation
3. Disseminate road safety best practices
4. Reduce the number and severity of accidents
CFO asks CEO: ‘What if we invest in developing our people and then they leave us?’

CEO: ‘What if we don’t and they stay?’