

The trucking industry has long been a male-dominated field, but there is a growing push to attract and retain more women in the profession. With increasing labor shortages, companies are recognizing the value women bring to the trucking sector. However, to successfully integrate and support female truckers, the industry must address key barriers and implement targeted strategies.

### *Why Women in Trucking Matter*

Women represent a largely untapped labor pool in trucking. Increasing this number can help alleviate driver shortages, improve workplace culture, and even lead to safer driving practices—many companies report that female truck drivers have fewer accidents and maintain their vehicles better than their male counterparts.

Beyond addressing labor shortages, increasing gender diversity in trucking enhances company reputation, fosters inclusivity, and can attract new talent from other industries. Women bring different perspectives and problem-solving approaches that can benefit operations, logistics, and customer service.

### *Challenges Women Face in Trucking*

Despite the opportunities, women still face significant challenges in the industry. Some of the primary barriers include:

- **Work-Life Balance:** Long-haul trucking often requires extended time away from home, which can be difficult for women, especially those with caregiving responsibilities.
- **Safety Concerns:** Female truckers report concerns about personal safety, particularly when driving alone or stopping at remote locations.



- **Lack of Facilities:** Truck stops and rest areas are often designed with male drivers in mind, lacking adequate amenities for women.
- **Workplace Culture:** Many women in trucking report experiencing discrimination, isolation, or a lack of mentorship opportunities.
- **Recruitment Bias:** Outdated perceptions that trucking is a “man’s job” can discourage women from entering the field.

### *Strategies for Attracting Women to Trucking*

To encourage more women to join the industry, trucking companies and organizations must take proactive steps, including:

- **Targeted Recruitment:** Companies should promote trucking careers through channels that reach women, such as female-focused job fairs, social media campaigns, and partnerships with organizations that support women in non-traditional careers.
- **Training Programs:** Offering training and apprenticeships tailored to women can help them gain confidence and skills needed to succeed.

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- **Family-Friendly Policies:** Implementing more flexible scheduling, regional routes, or team-driving options can make trucking more appealing to women balancing work and family life.

### *Retention Strategies for Women in Trucking*

Attracting women to the industry is only the first step; companies must also focus on retention by addressing workplace culture and support systems:

- **Safety Measures:** Providing self-defense training, secure parking options, and emergency support can help alleviate safety concerns.
- **Mentorship Programs:** Establishing mentorship opportunities connects new female drivers with experienced women in the field for guidance and support.
- **Inclusive Work Culture:** Companies should foster a culture of respect and inclusion through leadership training and strict policies against discrimination.
- **Better Facilities:** Advocating for and investing in improved rest areas, hygiene facilities, and truck cab designs that accommodate female drivers' needs can make a significant impact.



### *The Future of Women in Trucking*

The trucking industry is evolving, and increasing the number of women in the field is crucial to its long-term sustainability. By addressing key barriers and fostering an inclusive environment, trucking companies can attract, retain, and empower female drivers, ultimately strengthening the industry as a whole. As more women take the wheel, the road ahead looks promising for a more diverse and dynamic trucking workforce.

### *Suggested Reading:*

[The Role of Women in Trucking: Breaking Barriers and Inspiring Change](#)

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