

ADVANCING WOMEN



IN TRUCKING

BENEFITS OF DIVERSITY

*Advancing Women in Trucking:
Helping Companies Make More "Cents"*

Profitability is the primary goal of any business. It needs this to survive and grow. A qualified and productive workforce is paramount to making this happen. Expanding your efforts to attract, retain, and advance women in trucking is not only the right thing to do, it can increase your bottom line!

- Attracting more women will increase your access to talent in an industry that is experiencing skilled shortages.
- Recent studies have shown a direct correlation between advancing women into leadership roles and improved company governance and economic success.



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