

## **Choosing a Trucking Company- Owners worth Owning**

**Choosing a trucking company to drive for requires more than just a pen and paper. Some consideration to the “unseen” is also necessary.**

**I’m a fairly avid fan of Dragon’s Den. Nearly every dragon has written at least one book, and I’ve read them all, except I’m not quite finished Herjavec’s second book “The Will to Win” and I haven’t picked up David Chilton’s updated “wealthy barber” yet (though I’ve read the original). Other than that I recommend them all for reading.**

**I’d like to make one special note about Brett Wilson’s book “Redefining Success” (he was a prior three season panelist). Brett focused a significant portion of his book on the concept of charity. He presented charity as a lifestyle not just as an event, means of self-promotion or a simple tax write off. Charity as a lifestyle is a character issue not a business decision.**

**Choosing a business associate requires careful scrutiny of character not just “business smarts”. Charity requires commitment to principles that at times conflict with bottom line profits or “business smarts”. Embracing solid life principles develops trust in all relationships. If people see that an individual adheres to values other than solely selfish gain they will trust and invest in the individuals ventures. Even Suzie Orman in her book and TV program often talks about the benefits of charity (apart from a tax deduction). It’s a universal principle of success.**

**Trust brings opportunity. Mistrust restricts opportunity by driving people away.**

**If one follows wealthy people around, we will eventually see some exceptional levels of discipline to character/charity issues. Many wealthy people are driven to a lifestyle of charity, not for self-promotion but genuine compassion and empathy. These are the kinds of people who cultivate positive opportunities through trust in principles not selfish personal gain.**

**In choosing a trucking company, take a careful look at the character of the owners of the company you are thinking of driving for. Are these the kind of people you are comfortable helping to get richer? Good drivers bring in profits for the company. Do you trust they will be used well?**

**Money is just an amplifier of that which is in the human spirit. If money is more important than people it will be reflected in most decisions they make. If they are driven for compassion and betterment of society it should be clearly evident in their choices.**

**The trucking industry has a wide arrangement of different characters. Some operators will agree with some values, others will not. Character issues can be avoided, neglected or ignored, but by doing so drivers risk losing confidence in their employers.**

**This choice may not always be considered important by some, but in the broad industry picture it can create significant long term conflict or benefit.**

**For those who drive for publicly held companies this may be difficult. They cannot point to one person or family. They are owned by many numerous sometimes voiceless shareholders. In this case operators should scrutinize the board of directors and senior management team. Who carries the power? Who makes the major choices? A public trucking company can be much more subjective to evaluate than a privately held ones.**

**Take the time this holiday season and consider the character of the owners of the company you drive for. Take the time to thank those who support the same values you do.**

**Also take the time to evaluate your own association with charity. It's the counter intuitive part of business that stands on its own and defends its own virtues very well.**

Robert D Scheper operates an accounting and consulting firm in Steinbach, Manitoba. He has a Masters Degree in Business Administration and is the author of the Book "Making Your Miles Count: taxes, taxes, taxes" (now available on CD). You can find him at [www.thrconsulting.ca](http://www.thrconsulting.ca) and [thrconsulting.blogspot.com](http://thrconsulting.blogspot.com) or at 1-877-987-9787. You can e-mail him at [robert@thrconsulting.ca](mailto:robert@thrconsulting.ca).

