
About TMSA & the DEI Task Force

TMSA exists as an entity to serve professionals in sales, marketing, and growth roles in transportation and logistics companies. We aim to network and collaborate with one another, learn from each other, and use our resources, skills and talents to collectively advance our own development, the success of our member companies, and the industry overall.

It's with this mission at our center that TMSA has created the Diversity, Equity and Inclusion Task Force. The DEI Task Force's purpose is to further the mission of TMSA with two primary purposes:

1. To expand the depth and breadth of TMSA as an entity that is diverse, equitable and inclusive
2. To provide our members with resources, education, networking and collaboration that helps them and their businesses succeed in the area of diversity, equity and inclusion

The DEI Task Force is made up of TMSA members with diverse backgrounds, experiences and perspectives who aim to humbly and selflessly share of their knowledge and resources for the benefit and advancement of TMSA as an entity, as well as their other fellow TMSA members.

Learn more at www.tmsatoday.org/dei-taskforce



Where to Start



Grow Your Branches: Do this pre-work up front

Using Strategic Plans & Action Items to Guide your DEI Journey

Acknowledge there is no “One Size Fits All”. What works for someone else may not work for you.



STEPS TO GET STARTED

1 - IDENTIFY NEEDS

- What does your management or leadership team look like?
- Are departments hiring one gender vs. another?
- Evaluate pay equity in the different classified groups.
- Promotions- what qualification requirements are in place? Are these documented?
- If your organization has multiple locations, are there differences in the demographics? How does this impact your overall organizational structure?
- What does your marketing strategy look like? (Both internal and external).

2 - CRAFT & ALIGN BUSINESS OBJECTIVES

- Market your Company/Services to a Wider Customer Base.
- Increase responsiveness & depth of responses on RFPs & Bids. Most RFPs and Bids ask about sustainability & diversity within your organization. Be ready.
- Attract & Retain More Employees. Showcase that ALL are welcome here. Clients, carrier partners, & drivers appreciate & value DEI.
- A Diverse Team Gives Your Company Improved resources, enhanced creativity for problem solving, reliability to society and more.

3 - COMPILE EMPLOYEE DEMOGRAPHIC DATA

- Understand the makeup of your workforce compared to the labor market.
- Are there inequities reflected in demographics?
- Capture data & be inclusive of other factors such as personality types & learning styles. (Consider diversity beyond what you can see or assume you see).
- Conduct a voluntary self-identification survey to understand the diversity of your team. Sometimes we let our assumptions or lived experiences put individuals into boxes or categories they may not identify with.
- Review EEO data and compare roles and responsibilities.
- Conduct research. Examine your clients' companies, your carrier providers, your competitors, etc.

4 - IMPLEMENT INITIATIVES

- Ensure CEO & C-Suite buy-in & support.
- Evaluate & reevaluate the reasons you are implementing DEI.
- Start with general changes and do not overwhelm managers and employees.
- Identify what your company looks like as the end goal.
- Culture-consider ways to improve and be more inclusive. Start a Culture Club.

5 - ADAPT & PIVOT

- Maintain a constant feedback loop with your team. Create various mechanisms and platforms for your team to provide open, honest feedback.
- Mistakes & misses happen. Apologize gracefully, learn, and do your best to adapt & adjust.
- Ask for help. Leverage industry experts, consultants, members of the TMSA DEI Task Force, & other resources to expand your knowledge and support the team.
- Adjust your strategies and plan of action to reflect feedback. Identify your internal agents of change and leverage them throughout the process.
- Review Current Practices & Policies
- Identify barriers in recruitment, hiring standards, screening process, candidate selections, management practices and mentorship.
- Create a statement of purpose for the organization.