



Thriving workplace culture

Is it the missing ingredient in your
freight theft prevention strategy?



Inflation and lingering economic uncertainty are levying their toll on consumer spending. “Economists say many middle-income consumers are being financially squeezed, though lower-income households are the most impacted by labor market sluggishness, and are bearing the brunt of higher prices from import duties,” [according to Reuters](#). And where there is financial strain, spikes in freight theft often follow. That’s why we urge you to re-evaluate your theft prevention strategy now.

As you explore new tech and carefully review protocols, thoughtfully examine your workplace culture, too. Why? People who feel valued create a protective moat. (Also, it’s simply the right thing to do.)

Rising financial strain on the horizon

A recent report from the [Yale Budget Lab](#) states consumers will face “an overall average effective tariff rate of 18.0%, the highest since 1934.” This represents an average income loss of \$1,800 per household in the short run.

For those already struggling to get by, these rising prices in combination with potential cuts to social safety net programs, like Supplemental Nutrition Assistance Program (SNAP) benefits and Affordable Care Act (ACA) subsidies, will intensify the hardships they face.

Hopelessness opens the door to employee collusion

[Studies find](#) that when people feel disrespected or disconnected at work—when they’re struggling and feel powerless to change their circumstances—they’re more open to acting in ways they otherwise wouldn’t.

Crime syndicates know this, and they’ll exploit vulnerabilities to extract insider information.

8 ways you can nurture a resilient workplace culture

We take a people-first approach to everything we do, and it helps our employees feel valued, respected, and free to be who they are. In short, our team is family, and creating this culture didn’t require extensive time or investment—but it did demand intention.

What simple BWS strategies can you bring to your team?

1. Open door policy, always

Build trusted, open lines of communication—and make sure it starts at the top.

When leadership is always available for candid, private conversations, when they listen actively and ask thoughtful questions, people feel heard. That's key.

3. Act on honest feedback

Regularly invite your team to participate in anonymous surveys ([Survey Monkey](#) is a great option!)—and act on what they share.

You likely won't be able to address every request, and that's okay. By creating an actionable plan to address the top responses and creating a feedback loop, you deepen engagement in the shared work of culture-building.

5. Create joy and connection

Consider ending your week with a fun and simple game.

Two Truths and a Lie or a baby picture guessing game are just a few examples. These sessions can take just 10-15 minutes of group time but their impact can be immense. Not only do they create joy in the moment, they spark offline conversations that deepen personal connections and boost morale.

2. Care in a crunch

When work is intense and your team is stressed, surprise them with lunch.

The unexpected nature of this gesture creates even more impact than planned events, and the act of caring for your people helps them feel seen and supported.

4. Create a culture of support

Establish short, daily check-ins with your team—and begin with a simple question: "Who needs help?"

By opening these sessions with offers of support and inviting everyone to share experiences that contribute to others' success, you build team cohesion and nurture a growth mindset.

6. Make wellness check-ins a priority

How are your people doing mentally and emotionally? Check in regularly.

These conversations create opportunities for people to get the emotional support they need while strengthening team bonds. Be sure to invite employees to engage in private conversations, too, so they can share the highly sensitive hardships they face when necessary.



7. Share insight, build trust

Take advantage of teachable moments at every opportunity.

Make sure these continuous learnings don't always come from the top. Invite your team to share what's working for them, too. When everyone sees themselves as valued contributors, it invites deeper collaboration and trust—all while giving everyone more confidence in their work.

8. Value growth

Embrace employees who want to expand their skillsets and develop leadership skills.

Even business-supported virtual short courses can create mutual benefits, while also demonstrating that you support their desire to grow within the company.

Uncertain times call on us to double down on a culture of care

When we put our people first, when we're intentional about making sure they feel valued and supported, we create unbreakable bonds. And these bonds not only protect against the rising threat of employee collusion, they empower us all to do our very best work

Have questions?

Want to know more about the threats on the freight industry horizon? Or dig more deeply into workplace culture building? We'd love to chat.

Reach out to us anytime.

Connect with us

+1 732-333-3238

sales@bws-logistics.com

bws-logistics.com