Location is Everything!

There is a common saying in the world of business that "location is everything." This simply means that regardless of what else a business owner does to guarantee the success of the business, such as the hours of operation, condition of the facility or even price of the product/service, the one factor that is most important for success is the location of the business. That's why you will see florists and pharmacies close to hospitals, attorney offices close to the courthouse or gas stations and motels close to interstate exits. In the world of business location is everything. However, late last winter Henry, a relatively new commercial truck driver, learned a different meaning to the phrase – “location is everything.”

Henry is in his late 20’s and has tried several other jobs before getting his CDL. He is the type of person who enjoys physical challenges at work, but he also likes the opportunity to see different places and meet different people. Driving a truck satisfied both of his desires.

Early in the evening of a wet February night Henry arrived at his destination (large warehouse). After opening/securing his trailer doors he successfully backed his trailer into the assigned dock. He did so without the need to pull forward and correct his position, so he was proud. Since he was going to drop his trailer and get another one and try to make it to his next destination within a “tight travel window” Henry exited the cab of his truck in a hurry and proceeded to crank the dollies down. Because Henry enjoyed physical challenges cranking dollies was an opportunity for him to put himself into it – and he did. As can often happen, Henry’s hand slipped off the handle and it flew back with force and hit him in the chin. The end result was some blood, several stitches and a herniated cervical disk, plus his male pride was injured.

LIFE LESSON

One lesson is real easy to learn – “location is everything.” If Henry had positioned his upper torso (most importantly his head) in such a position that it would not have been hit by the handle then he would not have been injured.

But what is the other lesson? Well, it also can be related to an old saying – “haste makes waste.” This lesson applies to both dispatch and drivers. When you are operating within a “tight travel window” sometimes safe procedures are ignored and corners are cut. The planning of trips (dispatch) and the execution of that plan (drivers) must be reasonable, flexible and remain within the company’s standard operating procedures – otherwise, somebody’s going to get hurt.