



DAVID REICHARD

Driver Retention Coach & Former Professional Driver
Retention Strategies for Trucking Companies

ABOUT DAVID



With 30+ years as a professional truck driver (CDL since 1991, 2.5M+ miles) and 25+ years of coaching experience, I help trucking companies retain good drivers and protect revenue. I know what life on the road asks of drivers and families, and I use that lived experience to help leaders create healthier, more connected workplaces. As a transformational coach and former driver, I blend real-world insight with personal growth tools that help people reduce stress, reconnect with purpose, and build lasting retention.

FEATURED TALK AT MATS 2026

Retention from the Cab Up: Real Tools to Keep Drivers for the Long Haul

FORMATS

45-minute Keynotes
60-minute Keynote
Virtual or In-Person
Half-day or Full-day Workshops
Custom options available

OTHER KEYNOTE TALKS AND WORKSHOPS AVAILABLE

- From Regret to Renewal
- Self-Trust— The Compass for Life's Crossroads
- Retention from the Cab Up: Implementation Program
 - Dispatcher as Coach
- Drivers & Families: Staying Connected on the Road

More information at www.seasonsforlifecoaching.com

LEARNING OUTCOMES

- ✓ Practical retention strategies leaders can implement immediately
- ✓ Stress and resilience tools drivers can use on the road and at home
- ✓ Communication approaches that strengthen trust between drivers and leadership
- ✓ Clarity on how culture, policies, and support impact driver retention, boost reputation and protect revenue

TECHNICAL

- Handheld or lapel mic
- HDMI for laptop set-up
- Screen/TV Set-up

BOOKING INFO

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Helping trucking leaders keep good drivers for the long haul