

NEW EMPLOYEE ORIENTATION COURSE



**On-Demand
Course**

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**AI Coach
Support**



Course Overview

Employee onboarding can be challenging, costly, and time-consuming. TIA's New Employee Orientation (NEO) Course eases the burden by covering the core foundations of transportation and freight brokerage in a structured, self-paced format.



NEO introduces new team members to the basics of brokerage operations, industry language, and day-to-day expectations so they can contribute faster with fewer onboarding touchpoints. It combines short, focused modules with practical examples that reinforce how brokers support shippers, carriers, and internal teams. Learners also gain clarity on professional behavior, communication norms, and how their role fits into the broader logistics ecosystem.

What You'll Learn

After completing this course, you will be able to:

- Foundations of transportation and brokerage, core terms, and how freight moves.
- Key rules, regulations, and compliance expectations for daily decisions.
- Professional conduct standards and business ethics in a broker's work.
- Prospecting basics and how to sell brokerage services customer-first.
- How to work with shippers, carriers, and internal teams to move loads.

Competencies You'll Build

This course supports the development of core professional competencies, including:

- **Industry and operational awareness (how freight moves, what brokers do).**
- **Regulatory and compliance literacy for brokerage basics.**
- **Professional conduct and ethical decision-making in daily brokerage work.**
- **Foundational selling, prospecting, and customer communication skills.**

- Internal process readiness across office operations and load execution.

How the Course Works

Course Type:	TIA Certification
Length of Access:	60 Days
Cost:	\$600
Final Exam:	Yes
Certificate:	Certificate of Completion issued

Who Should Take This Course?

- New hires in transportation or logistics who are onboarding into a brokerage role.
- Individuals with limited brokerage background who need a structured industry primer.
- Support staff moving into customer-facing, carrier-facing, or operations positions.
- Managers who want a consistent, scalable onboarding tool for new team members.

Why It Matters

NEO gives new hires a consistent foundation in how brokerage works, so they ramp faster and make fewer costly mistakes early on.

It also reduces the onboarding burden on managers by standardizing core training, freeing leaders to focus on coaching higher-value skills.