



## GST Michigan Works! helps mitigate loss for employers.

Whether you're looking for a job or trying to find employees, it's no secret that GST Michigan Works! is the go-to solution for the Region, but recently they've taken their commitment and resources to a whole new level entirely. Having introduced their new program, The Connection, GST Michigan Works! is providing even more to their customers throughout the region.

The Connection, a Business Resource Network (BRN) located in east Michigan, is comprised of local member companies who aim to increase job retention and job productivity among their employees. Member companies pay an annual membership fee to belong to the network, which allows access to a "share" (or multiple shares) of an on-site Success Coach.

"Everyone here is passionate about the work we do," said Communications Manager Diona McLaughlin. "And with The Connection, we're able to do even more. The Connection is a business resource network where a team of employers have come together to solve their retention issues. The Connection assists an employee with the resources needed to keep them employed, while simultaneously helping the employer by keeping them on the job. It's very costly to replace employees, and nobody wants to have to let people go, but with The Connection, we assist with a lot of barriers like childcare, or transportation issues, housing, many different things that most employers are unable to address. We provide assistance with utility bills, or to buy a car – things that your typical HR department can't do."

With The Connection, once membership is established, a Success Coach is scheduled to immediately begin working with a company's employees who may be facing individual

challenges. The Success Coach is trained to begin connecting them with resources and assistance to resolve or improve their circumstances. Issues the on-site Success Coach can help navigate include:

- **Work attendance issues** – Solving issues and overcoming barriers- Conflict resolution – Family or co-worker conflicts
- **Childcare or child custody issues**
- **Substance abuse** – Treatment and support
- **Counseling** – Personal, marital, family
- **Workplace training** – Skills and better pay
- **Life skills** – Budgeting, high school equivalency and language barriers
- **Tuition assistance**
- **Financial stability** – Credit counseling, 401K, college, savings plans – Public assistance – Applying and navigating
- **Housing** – Affordable rentals or home buying
- **Transportation** – Public, repairs, car purchases

"Our Success Coaches act as an extension of our members' human resources department," said McLaughlin. "With a one-share membership, the coach will be at your office four hours per week, and available via phone or email through the entire work week. They will work with employees to address any issues they're having at home or at work and help them create an action plan to resolve them."

As of now, The Connection is available in all six counties in the region and as demand grows, more Success Coaches will be added to the team. The program has quickly and steadily grown since first being deployed last year and is available to all employers looking to retain and assist their employees.

For more information about The Connection or GST Michigan Works! visit [www.gstmiworks.org](http://www.gstmiworks.org).



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# The Connection

AN EAST MICHIGAN BUSINESS RESOURCE NETWORK