

MAY 4, 2023

# Weathering the “New Normal” Storm

2021 started as a year filled with optimism for most of us. The storm that had covered the entire globe was showing signs of letting up. However, we would face new challenges and hurdles as we all tried to return our lives back to some sort of normalcy. Unfortunately, we were faced with this “New Normal”, not only within our personal lives but within our professional vocations as well. Employees were faced with rising costs, concerns, and a new workforce culture. While employers were faced with supply chain shortages, shrinking talent pipelines, and pressure to raise wages. However, our resilience would not allow for another shutdown or closing of businesses which meant employers had to find new solutions, new best practices, while facing rising costs within every direction.

Established in 1974, Century Tool & Gage is a Fenton-based company that designs and manufactures high-quality compression molds for the automotive, heavy truck, aerospace, and personal watercraft industries. At Century Tool & Gage, employees use a variety of machinery and new team members are often trained by those in more senior positions. With rising costs looming, talent pipeline shrinkage, and global supply chain shortages, it would be safe to assume, like many companies, that Century Tool & Gage would also experience a dip in productivity, hiring shortages, and demand bottlenecks. However, by taking advantage of the Michigan Going Pro Talent Fund, Century Tool & Gage would not experience any drops in profit and productivity!

The Michigan Going Pro Talent Fund is a competitive training grant awarded to Michigan employers for upskilling and hiring. Winning this award is what aided Century Tool & Gage with the continuation of their investment into their employees and business. This would also place them in the right direction to become an “Employer of Choice” within Michigan. The Michigan Going Pro Talent Fund awarded the company $49,500.00, and with a better trained workforce, Century Tool & Gage will now better service their clients, current and future needs.