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The Importance of Networking

As Business Solutions Professionals (BSPs) at GST Michigan Works!, the primary focus is to engage with business leaders, owners, and HR managers to match job seekers with talent needs and to upskill current employees. This is done in different ways, which include On-the-Job-Training (OJT) funds for new hires that need extra training to get fully comfortable performing their position, the Going PRO Talent Fund for incumbent workers and new hires, and other training funding, among other options available to local employers.

Another large part of the job is to be present in the region and network with others to share information about the services offered through GST Michigan Works! and how the business can benefit.

In Shiawassee County, much of this networking is done through events and meetings in partnership with the Shiawassee Chamber of Commerce, Shiawassee Economic Development Partnership (SEDP), and Shiawassee County. Many new contacts are made and information about potential new businesses coming into the county is often shared, as well. The opportunity to network with leaders of local non-profits, schools, and area decision-makers makes these events invaluable. Word of mouth and personal testimony are vital to earning the trust of businesses and community partners. Many of those people reach out to GST Michigan Works! because of information they heard at a networking event.

A great example of one of these networking events is pictured here at a Shiawassee Chamber of Commerce “Chamber AM” meeting at the Owosso Armory in December.