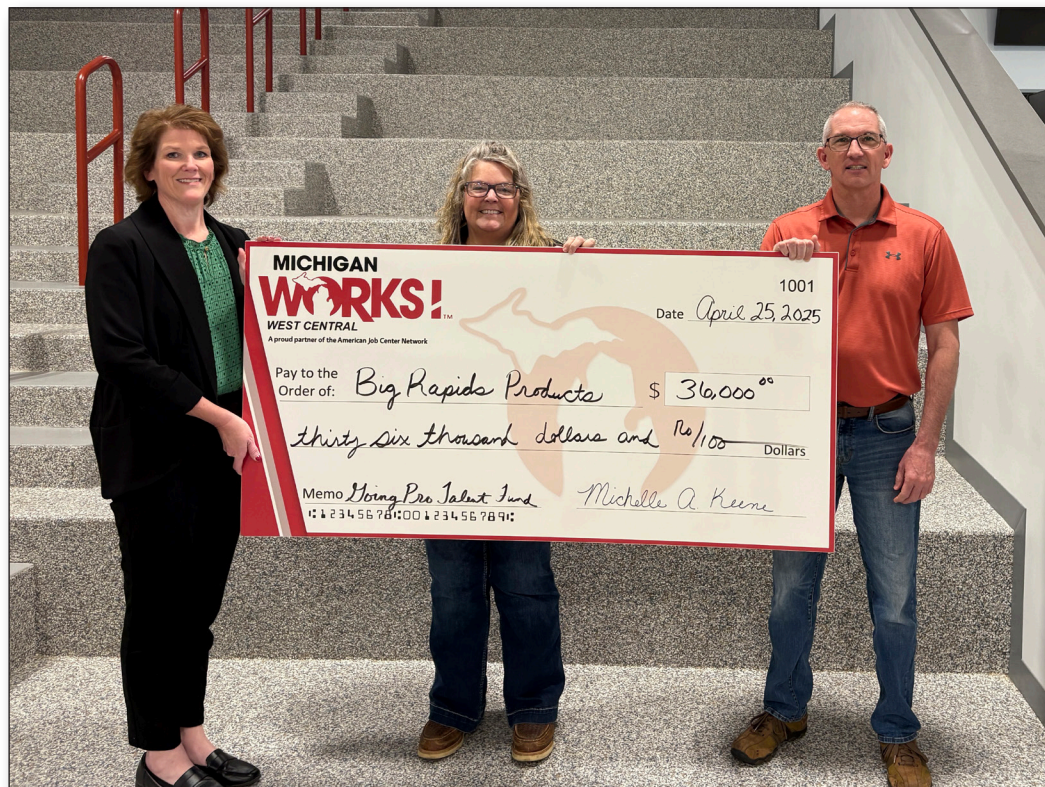


BIG RAPIDS PRODUCTS — Going PRO Talent Fund

Michigan Works! West Central has built a strong, longstanding partnership with Big Rapids Products, and we're proud to have supported them through their second successful Going PRO Talent Fund grant.

After seeing the high value and impact of the training provided during their first grant award, the company was eager to apply again—and found success once more. Through this most recent cycle, Big Rapids Products was able to train 18 employees in either leadership development or electrical skills. The company collaborated with Ferris State University for technical training and partnered with Todd Sperl of Lean Fox Solutions, introduced through Michigan Manufacturing Technology Center, for high-quality leadership training.

The feedback from the employer has been overwhelmingly positive. Not only was the training incredibly beneficial to their workforce, but the entire application and implementation process was streamlined and easy to



navigate. That simplicity encouraged them to return for another round of funding to expand training opportunities to more team members.

Big Rapids Products has found success by keeping their grant requests

modest and focusing on training a manageable group of employees. Their strategic approach continues to strengthen their workforce while ensuring ongoing employee development and retention.