MICHIGAN WORKS! WEST CENTRAL
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Success Stories

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FLORACRAFT CORP — Incumbent Worker Training

For decades, FloraCraft Corporation has built its reputation on innovation, quality and a commitment to investing in its employees. In 2026, the Ludington-based manufacturer strengthened that commitment by partnering with Michigan Works! West Central to secure an $18,500 Incumbent Worker Training (IWT) grant to support Train-the-Trainer certification for nine employees.



As manufacturing processes and technologies continue to evolve, FloraCraft recognized the importance of developing internal experts who can effectively transfer knowledge and skills throughout the organization. Through the training, employees gained the tools needed to document procedures, mentor co-workers, facilitate training sessions and deliver consistent instruction across departments and shifts.

This investment addresses a critical workforce need by building internal training capacity and reducing reliance on outside resources. By creating a network of qualified in-house trainers, FloraCraft is establishing a sustainable approach to onboarding new employees, maintaining quality standards and preserving valuable institutional knowledge. The initiative also supports succession planning by empowering experienced employees to share their expertise and help prepare the next generation of workers.

An added benefit of the Train-the-Trainer model is its flexibility. Internal trainers can provide instruction when and where it is needed, allowing FloraCraft to strengthen employee skills while minimizing disruptions to production. This approach supports continuous learning, operational efficiency, workplace safety and consistent quality performance.

By focusing on knowledge transfer and workforce development, FloraCraft is creating a stronger, more resilient organization while ensuring employees have the skills and support needed for long-term success. This collaboration demonstrates how Michigan Works! West Central's Incumbent Worker Training program helps employers build internal expertise, strengthen workforce capabilities and position themselves for continued growth in an increasingly competitive manufacturing environment.