

**News Release**

**FOR IMMEDIATE RELEASE**

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## **Northwest Michigan Works! Seeks Employer Partner for Innovative Talent Retention Program**

CHARLEVOIX and EMMET CO., MI— Businesses in Charlevoix and Emmet counties have an opportunity to join an innovative and highly successful talent retention program. Northwest Michigan Works! is looking for an employer to join its Business Resource Network (BRN) program. The program aims to collaborate with an employer committed to enhancing the retention of their existing workforce. Over the years, industries including manufacturing, retail, landscaping, hospitality, and healthcare have significantly benefited from adopting the BRN model.

In today's competitive job market, attracting and retaining top talent is crucial for business success. Recognizing this critical need, Northwest Michigan Works! has developed a comprehensive program designed to support employers in nurturing a dedicated and productive workforce. At the core of the Business Resource Network is the introduction of a professional, on-location Success Coach. These highly trained coaches are invaluable resources for employees, offering tailored support to address a variety of challenges, including those related to mental health, legal issues, transportation, housing, childcare, and more.

“Employers in Charlevoix and Emmet counties are already witnessing remarkable results, with a quarterly average retention rate of 90 percent,” said Rob Dickinson, Regional Director for Business Services at Northwest Michigan Works!. “Member employers gain access to a transformative resource that revolutionizes their approach to talent retention. Our Success Coach collaborates closely with employees, providing them with the necessary tools and support to excel both professionally and personally.”

(MORE)

Through employer contributions and support from community partners, the Success Coach dedicates half a day every week on-location with each participating employer, ensuring personalized attention and impactful results. By focusing on employees facing barriers to continued employment, the Business Resource Network tackles the most challenging retention issues directly, ultimately reducing absenteeism and turnover costs while fostering a culture of growth and development.

“We recognize that each employee’s journey is unique, which is why our Success Coaches are dedicated to providing one-on-one support tailored to individual needs,” said Dickinson. “By investing in our workforce, employers can develop a more resilient, engaged, and loyal team, leading to greater long-term success for their businesses.”

The Northwest Michigan Works! Business Resource Network signifies a paradigm shift in talent retention strategies, empowering employers to unlock their workforce’s full potential while fostering a thriving business community in Charlevoix and Emmet counties.

For more information about the Northwest Michigan Works! Business Resource Network and how to get involved, please contact Katie Stolarski, Business Success Coach, at [katie.stolarski@networksnorthwest.org](mailto:katie.stolarski@networksnorthwest.org) or 231.534.4113. Discover the positive impact of the BRN program from our employer members and their employees by visiting the Northwest Michigan Works! website at [nwm.org/BRN](http://nwm.org/BRN).

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at [danboss@networksnorthwest.org](mailto:danboss@networksnorthwest.org) and stating preferences for resolution, file format, and file size. Or phone (231) 929-5047. Check our online Media Room at: [networksnorthwest.org/media](http://networksnorthwest.org/media)

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10-county region. These programs include Northwest Michigan Works!, APEX Accelerator (formerly PTAC), various business services, and many different community development initiatives in response to our communities’ requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our website, [networksnorthwest.org](http://networksnorthwest.org). Networks Northwest’s member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.