



## **BSP Training:**

The Business Solutions Professional Certification Training is a professional development opportunity for practicing professionals. The Business Solutions Approach is a method for professionals to add to their extensive “toolbox.” By understanding what resources they have and the resources their partners can provide to design solutions for employers struggling in a global economy. The approach provides a shared language between partners and processes for working collaboratively with each other and businesses.

A BSP works with individual businesses to effectively address the competitive challenges they face. They work with the business to discover and diagnose problems and then design solutions to meet specific demands. To do this, the BSP partners with others to bring needed resources and services to the business in a way that optimizes the value to the business.

The BSP’s awareness of the business customer’s area and industry and the many assets available enable the business to discover opportunities for growth. The BSP bring resources and services directly to the business eliminating much of the “red tape” and hassle of working with multiple providers.

The BSP is a professional in one of the broad areas of workforce and economic development, education or community agencies. There are Business Solutions Professionals (BSP) practicing the Business Solutions Approach in Michigan Works agencies, economic development agencies, community and 4 year colleges, business development groups, unions, local government, MSU extension, and state government.

### **BSP Certification Training & Fieldwork**

The Business Solutions Professional (BSP) Certification Training is provided through partnership between Workforce Development Agency State of Michigan and Michigan Works Association.

Business Solutions Professional Certification Training consists of classroom work and fieldwork. The classroom training is the opportunity to acquire the knowledge and skills required to take a demand driven customer focused approach.

In the class, participants can increase their understanding of:

- a demand driven business focused approach
- the assets – services & resources available to help businesses
- the partnerships among workforce development, economic development, education, and other resources providers.
- the structured process the BSP follows

### **Class Sessions:**

BSP classroom training, three 2 day class sessions, is spaced over a three month period. Each session schedule is 8:30 – 4:30.

*Participants are required to attend all 6 class sessions.* The classes are interactive and participants are expected to actively participate in all sessions and complete required assignments.

Each 2 day session builds on the previous session leading the learner to acquiring the knowledge and skills necessary for doing fieldwork. Course work prepares the non-practitioners in the class to make policy and planning decisions about integrating the demand driven approach into their agencies.

Non practitioners include: board members, MEDC staff/agency manager/supervisors. The class allows policy makers, practitioners, and managers to speak the same language.

During each session, participants will increase their knowledge of the BSP approach. Lessons focus on increasing understanding of the challenges facing businesses, knowledge and use of available assets, and skill in applying the process. Students learn the concepts through discussion and application: learning exercises, case studies, simulations, demonstrations, and presentations.

The interaction between participants leads to networking that continues beyond the class sessions. Through class contact, participants acquire a greater knowledge of available assets and how they can be used in innovative ways to meet business demands.

Course instructors are experienced in both classroom teaching and professional development training.

**Fieldwork:**

Fieldwork is the opportunity to gain experience while working with a “safety net.” Fieldwork allows the participant to apply their knowledge of the BSP Process to businesses in their region and to demonstrate their ability to form productive employer relationships and to collaborate with partners to optimize the available assets to the business. Each fieldwork participant will work directly with an experienced Certified Business Solutions Professional Instructor.

*BSP Certification requires successful completion of the classroom training and the demonstration of competency during fieldwork.* Participants have the option of completing the classroom work; however all are encouraged to complete fieldwork.

As funding shrinks the BSP approach allows partners to meet the customers’ needs with innovative solutions. Recently Wisconsin and Oregon have been reviewing this approach and are considering replicating the Michigan Model. Many states are attempting to create a demand driven system but none are close to this unique approach to creating a state wide network of Business Solutions Professionals.

**BSP Quotes:**

“The BSP training provided me with a systematic approach to use while working with my clients. The training has allowed me to become more efficient in the delivery of business services for our region here in the U.P. of Michigan. The training made me more cognitive of the resources and partners that are available to me throughout our State and would be a benefit for any person who works with the private sector and who is trying to contribute to the economic vitality and strength of their region. I appreciate the fact that our host Michigan Works!, provided me the opportunity to attend the training, it truly was of great value to both my personal growth and professional development.”

"Business Solutions has created a new way of doing business, after completing the course I have become more aware of resources to help business in my community, by bringing all those resources to the table to be involved in problem solving, retention issues, expansion and recruitment. BSP has redefined what we are all about, helping business stay in business, bringing together resources for business, and creating opportunities for business to hire Michigan Works! talent."

For additional information on BSP registrations go to the [Michigan Works Association web site](#).