



## BUSINESS SOLUTIONS PROFESSIONALS (BSP)

certification program

Play a more responsive  
**role** in retaining and  
creating jobs.

### WHAT DOES A BSP DO?

A BSP works with businesses to:

- Understand competitive challenges
- Identify and pursue opportunities
- Discover and diagnose problems

### WHY BECOME A BSP?

Add value to your customers and play a more strategic role in your community! Design solutions that integrate economic development, education and government.

## Who should **become a BSP?**

Anyone interested in spearheading efforts to attract new businesses, halt the decline of businesses and facilitate strategic partnerships.

**Register:** [www.michiganworks.org](http://www.michiganworks.org)

**Fee:** \$950



**DATES / LOCATION\***

CHECK MICHIGANWORKS.ORG FOR UPCOMING COHORTS

*\*MUST BE PRESENT FOR ALL DATES*