

Date: Tuesday, April 22nd 2025
Time: 9:00 am to Noon
Location: Eagle Ridge Church
2808 Waldo Ave, Midland MI 48642
Deadline to register: Thursday, April 17th

Workshop: Goal Setting

Facilitator: Jason Story
Midland Business Alliance



Are you ready to turn your **dreams into action**? This workshop is designed to help you set meaningful, actionable goals and discover practical strategies to stay focused and achieve success. Whether you're just starting or looking to refine your skills, this workshop is for you!

Join us for an interactive session where you'll:

- 1 Learn how to set goals that motivate you to act
- 2 Gain actionable strategies to pursue what matters
- 3 Define your personal and professional vision for success

No experience necessary – this workshop is open to all levels. Don't miss your chance to upgrade your relationship with goals and to take your success to the next level!

Cost: *\$40 for Mid-Michigan Chapter Attendees
\$50 for Attendees Outside of Mid-Michigan Chapter

Name	Email	Credit Union

Attendee(s) total	X	\$	= \$
Number of People		Fee	Total enclosed



Meet Jason Story

Jason Story serves as the Director of Talent & Small Business Initiatives with the Midland Business Alliance, leading Midland County's talent strategy. Since moving to Midland, Jason has supported over 30 local and regional businesses, including the Midland Country Club, The Great Lakes Loons, and Midland County ESA. Additionally, he is the Director of ReGrow Together, a collective impact program under the United Way of Midland County. This initiative has supported over 25 partners, provided 90,000 meals, and reinvested over \$600,000 back into the partnering businesses.

Jason holds degrees in organizational psychology and organizational leadership and has completed a doctoral degree in business administration at Northwood University's DeVos Graduate School of Management. Additionally, he has a degree in hospitality from The Culinary Institute of America.

Owning and leading a successful small business has given Jason a deep understanding of real-world challenges and solutions. He has designed and implemented workforce development programs that have significantly enhanced skills and performance. With over 10,000 hours of teaching experience, Jason excels at conveying complex concepts in an understandable and actionable manner. His collaborations include prestigious institutions such as the Smithsonian Institute, and his work has been featured in respected publications like The Washington Post, Washingtonian, and Washington City Paper.

Jason actively engages in the community, serving as an advisor to Midland's Community Success Panel and Leadership Midland's Steering Committee. He also volunteers with Midland's Open Door. His efforts focus on improving workplaces for people and enhancing people's contributions to their workplaces. By choosing to work with Jason, you will benefit from his academic background and extensive experience in psychology, organizational leadership, and business administration. His track record of success in both educational and business environments, combined with his doctoral research on optimization, provides actionable strategies to streamline operations, boost productivity, and enhance employee-organization relationships, directly translating to improved bottom-line results.

For fifteen years, Jason has trained, developed, mentored, and empowered professionals and teams to optimize their potential. He has consistently applied these practices in various roles, aligning professional growth and innovation across diverse workplace environments. Through personalized coaching and mentorship, he has led numerous individuals to achieve significant career milestones and exceed organizational expectations. By focusing on the unique strengths and aspirations of each person, he ensures effective team contributions and personal satisfaction and growth from their work.

Within his community, Jason's contributions to various local organizations have solidified his role as a leader and innovator in both community and business settings, including building and implementing the community's integrated talent management and community-member engagement frameworks.

Working with Jason means gaining a partner with both theoretical knowledge and practical skills aimed at achieving measurable improvements and sustainable growth. His tailored expertise will empower your teams and individuals to excel and contribute to the company's success. Jason's efforts are dedicated to making people better for their workplace and making workplaces better for their people.