

Disadvantaged Business Enterprise Academy

About

MnDOT has awarded a contract to IMO Consulting Group to deliver a multi-level business development program for certified small businesses. All aspects of this training program were designed with small businesses in mind, as the small business courses will give you the opportunity to learn from experts in your field and gain hands-on experience.



What types of courses are offered within the program?

The program will focus on five key areas at the beginner, intermediate and advanced levels:

- Bidding and Estimating
Review plans and learn how to prepare a successful bid.
- Accounting and Finances
Learn basic accounting, the importance of using QuickBooks systems and evaluate your company's financial position to generate business projections.
- Contract and Legal Issues
Become familiar with legal components and ramifications in the construction industry. Gain an understanding of laws that affect the construction businesses and learn to reduce business liabilities.
- Marketing Strategies
Understand the concepts of branding and the importance of networking. Learn how to integrate different marketing techniques to reach your marketing goals; including social media, direct communication, email marketing basics and more.
- Operation and Management
Gain understanding of key components of running a business, review management strategies and identify short and long-term goals.

How are the courses structured?

- DBE's are encouraged to take a self-assessment to determine course needs and placement.
- Courses will be held at IMO Consulting Group's Office in Minnetonka and the MnDOT Arden Hills Training Center.
- Each course is offered on multiple dates and are two to four hours in length.

Where can I find out about upcoming courses and registration?

Click for [registration](#). Click here to complete the [self-assessment](#). For direct assistance, contact Shannel Baker, IMO Consulting Group at sbaker@imoconsultinggroup.com or 952-446-7898.

Resources

- [Training and Information Center](#)
- [DBE Program](#)
- [DBE certification information](#)
- [RFPs to provide business development and supportive services](#)
- [Small Business Resource Center](#)
- [Office of Civil Rights news](#)
- [Office of Civil Rights events](#)