



West Central MN Small Business Development Center

Training Menu

Are you interested in bringing one or more of these trainings to your community?

Don't see the topic you're looking for on this list?

We can customize trainings to meet your community's needs. Let's set up a time to explore all the options. Contact Ian Carlstrom, Regional Director of the West Central MN SBDC at Minnesota Technical and Community College at ian.carlstrom@minnesota.edu.

Single Session Workshops for both Emerging Businesses

Startup Smart - Emerging Entrepreneurs, (cost to run: \$500)

Turn your business idea into a plan with this introductory workshop covering the essential steps of starting a business, including planning, finances, legal considerations, operations, and customers. Designed for aspiring entrepreneurs, this session provides a clear roadmap to help you confidently take your next step.

Smart Financing: Choosing the Right Financing - Emerging Entrepreneurs, (cost to run: \$500)

Learn how to choose the right financing for your business by comparing common funding options, including loans, lines of credit, SBA financing, equipment loans, and credit cards. This practical session will help you make informed borrowing decisions and prepare for productive conversations with lenders and business advisors.

Referral Networking and LinkedIn for Small Business Owners - Emerging Entrepreneurs, (cost to run: \$500)

Learn how referral networking and LinkedIn work together to help grow your business. This session covers how to choose and succeed in referral groups while building a LinkedIn presence that strengthens your credibility and expands your professional network.

Single Session Workshops for both Emerging and Experienced Businesses

Digital Marketing Essential - Emerging and Experienced Entrepreneurs, (cost to run: \$500)

Strengthen your online presence and reach more customers with practical digital marketing strategies. This workshop covers social media marketing, Google Business Profile optimization, and other essential tools to help businesses improve visibility and grow sales.

Claiming & Optimizing Your Google Business Profile - Emerging and Experienced Entrepreneurs, (cost to run: \$500)

Learn how to create and optimize your Google Business Profile to improve local search visibility, attract more customers, and increase engagement. This workshop covers profile setup, optimization strategies, review management, and tips for improving your ranking in Google's local search results.

Single Session Workshops for Experienced Businesses

Thrive During Construction - Experienced Entrepreneurs, (cost to run: \$500)

Prop your business up for success during challenging times like construction season. Follow this workshop up with one-on-one consulting.

Brain Dump to Action - Experienced Entrepreneurs, (cost to run \$500)

Quarterly goal setting workshop for established businesses wanting to move their ideas to the implementation stage.

AI for Business - Experienced Entrepreneurs, (cost to run \$500)

Explore how artificial intelligence can help your business work smarter, save time, and improve results through practical, hands-on learning designed for beginners and experienced users alike. Topics range from AI fundamentals and effective prompting strategies to custom AI tools, business applications, and responsible AI practices, with real-world examples you can apply immediately.

Legacy Planning - Experienced Entrepreneurs, (cost to run: \$500)

This workshop provides a practical roadmap for exit planning, covering business valuation, succession options, buyer readiness, and strategies to maximize value while helping owners confidently prepare for their next chapter.

Muli-session Courses and Cohorts

Plan It! - Emerging Entrepreneurs, cost to run: \$5,000)

This 16-session course helps aspiring and existing business owners build a strong business plan while learning the fundamentals of starting and managing a successful business. Participants will gain practical knowledge, explore current resources, and leave with a roadmap to support long-term success.

Mastermind - Experienced Entrepreneurs, cost to run: \$5,000)

This 4-session cohort helps experienced small business owners to help them gain focus on their business, re-energize their efforts and gain insights from fellow business owners about their process.

Rural Edge; Smart Strategies for Small Business Success - Experienced Entrepreneurs, (cost to run: \$5,000)

A 7-session entrepreneurship cohort designed to help rural small business owners build stronger, more resilient businesses. Participants gain practical skills in strategy, financial management, marketing, and growth planning through group learning and personalized consulting tailored to rural business needs.



By attending this event, you consent to photography and/or video recording for promotional purposes.

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To request an accommodation or discuss accessibility needs, please contact (218) 299-6605 in advance to allow adequate time for coordination.