

DBE COACHING



by a Prime Contractor or Professional Consultant

WHAT IS DBE COACHING?

DBE coaching is when a prime contractor or professional consultant meets with a DBE subcontractor or subconsultant to help optimize their performance and ability to achieve successful outcomes on WisDOT projects.

Coaching can help a DBE advance in their trade by teaching new skills and strengthening existing skills. The DBE coach can assist with creating an action plan in coordination with the DBE Office to achieve specific outcomes, such as setting up office efficiencies, identifying niche areas

of work and potential work type expansions, and suggesting areas for training. A coach may observe the DBE practice specific skills and recommend areas for improvement.

DBE coaching can also provide encouragement and help DBEs gain confidence in their abilities, become stronger in their assigned NAICS code work areas, and propose expansions where applicable.

The coach helps the DBE gain insight into their strengths and identify areas for growth as they move along the path to successfully contracting with WisDOT.

Coaches provide guidance and expertise for working on WisDOT projects and help DBEs:



- Identify opportunities
- Improve productivity
- Overcome obstacles
- Stay focused and motivated
- Set business-related goals and objectives to create a path to success
- Identify strengths, weaknesses, opportunities and threats/risks
- Evaluate prime contracting goals

CONTACT DBE PROGRAM SUPPORT TO HELP YOU EVALUATE YOUR GOALS AND DETERMINE IF COACHING CAN HELP YOU MEET YOUR OBJECTIVES.

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