

CONSTRUCTION + DESIGN INSTITUTE

The **Advanced Construction + Design Institute (C+DI)** is an immersive 18-month career and business education program designed for growing entrepreneurs who have operated their business for 4+ years and have generated \$50,000 or more. You will receive guidance on designing organized educational initiatives (i.e. workshop series, signature talk, etc.) that can bring you income and how to elevate your personal brand within the construction, interior decorating, or mural painting industry as an industry specialist.

You will enhance your confidence, knowledge and skills in educational program design, marketing, branding, sales and business operations.

The team will provide you with the coaching, mentorship, resources and connections needed to leverage business opportunities such as speaking gigs and providing educational programs for people in your industry or the general community.

This Institute is designed for dedicated construction + design entrepreneurs who are driven to disrupt the status quo, break down and break through the barriers of economic disparity, while advocating for yourself and others within the construction + design world.

The masterclasses are specifically designed to expand your understanding and motivate you to take full responsibility to do what it takes to meet your next level of success!

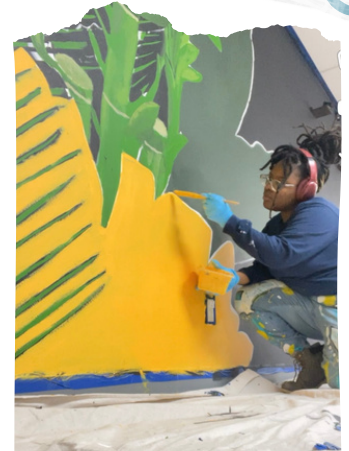
You should choose us because we have a proven track record helping people grow their business, clarify and elevate their personal brand, develop structured programs and increase their income.



**CONSTRUCTION
+ DESIGN**

THIS INSTITUTE IS FOR YOU IF:

-  You are 18-35 years old
-  You have been operating the business for 4+ years
-  You have marketed your skills which has led to you making \$50,000+
-  You have a proven track record producing results
-  You are seeking to increase your income while helping others learn
-  You are seeking to improve your confidence and organization skills when managing business operations to elevate your business productivity and results
-  You are seeking to increase your visibility in the field so you can secure more paid speaking gigs and share your skills and expertise through well organized programs
-  You are coachable - willing to accept intentional mentorship and coaching to help you advance yourself to a higher level
-  You are committed to participating in the full program



STUDENT TESTIMONIAL



I am so blessed to have been given the opportunity to grow beyond what I imagined. Mission Accomplished has completely changed what I imagined for myself AND my community. Coming into the Advanced Construction and Design Institute I had enough passion to build something from nothing, but I also didn't know what I didn't know. Being almost 3 years in business, it was time to connect with more people who could build me up. I'm grateful for this opportunity and I intend on taking advantage of everything that comes out of this.

Coach Bree

2024 Construction + Design Institute graduate
Artist, Urban Rock Muralist, Founder of
Albany Rock Project



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**THE INSTITUTE IS AN 18 MONTH PROGRAM
FROM FEBRUARY 2025 - AUGUST 2026:**

PART I

Career + Small Business Education

When you put in the work, you will:

- Enhance your industry language and knowledge
- Clarify your brand message, identity and visibility
- Develop well organized educational programs that teach and help other
- Receive assistance with pursuing and securing speaking gigs
- Increase your income
- Improve your public speaking and presentation skills
- Create an intentional community of support with industry peers and experts (entrepreneurship can be lonely we are here to help you build a community of support)
- Enhance your understanding and confidence when developing and managing contracts, proposals and overall business operations

PART II

Accountability Mentorship

You will be paired with a seasoned industry professional who commits to being your personal accountability mentor for 10 months. The mentor will help you maintain focus, remain committed to achieving your goals, and help you get to the next level in your career and life.

The mentorship relationship is designed to increase your success, help you navigate moments of feeling overwhelmed and support you with continuing to grow as an organized, confident entrepreneur.

The culmination of the Institute includes a public industry showcase that allows you to highlight your brand, expand your network, and sell your products and services.

**APPLY
TODAY**

Learn more and apply at
matransitionservices.org/advancedcdi



Maya (left) talks about building a brand people will follow with Jammella Anderson, community activist, abolitionist and Founder of Free Food Fridge, Albany

Maya

2021 Construction + Design Institute graduate
Artist, ceramicist, + Muralist



CONSTRUCTION + DESIGN

INSTITUTE STRUCTURE

February 2025 - August 2026

The Institute is an 18 month learning experience that takes place online and in person.

(4) Retreat Immersions - 3 nights, 4 days in New York State

Retreats will hyperfocus on phases and include implementation time to ensure you walk away with completed documents and strategies

(1) Industry-Specific Business Trip to Philadelphia

We will travel to Philadelphia, the mural capital of the US, to visit murals and learn how construction + design professionals work together to beautify communities.

Monthly Virtual Group Coaching Calls and Coworking

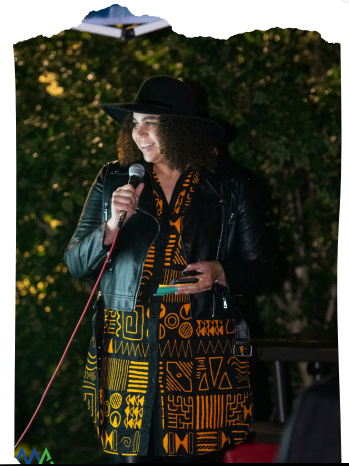
These will take place between retreats to proactively plan and prepare for quarterly business operations, marketing, sales and branding activities.

Virtual Private 1:1 Coaching

These will take place between retreats, group coaching coworking calls to provide an additional layer of personalized and tailored to you support to dive deeper as you execute your quarterly plans.

Public Showcase

This event will highlight your work and achievements to the community, industry professionals and peers. This is your opportunity to sell your services or products.



STUDENT TESTIMONIAL



"The coaches helped me identify a source of income for in the meantime - we were relying heavily on securing a grant and the kindness of investors, but not really doing the work to show that we are deserving of being invested in."

Christina

*2024 Construction + Design Institute graduate
Co-Founder, Kuumba Collaborative
Future Property Developer*

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TOPICS WE WILL COVER:

Mindset Shifting: Transforming your mindset involves tackling negative self-talk and embracing a shift in perspective to help you gain more clarity on why you chose an entrepreneurial journey to help your ideal client/customer.

Customer/Client Clarification and Engagement: You will continue to refine your B2B and/or B2C profiles to help you create additional focused approaches that will increase engagement from your ideal audience(s).

Marketing, Sales, Communications and Branding: You will fine tune and learn new marketing and branding strategies to position yourself for speaking engagements, and more contracts and partnerships.

Team Development: Doing it ALL alone is not not a viable long-term strategy! Take the time to identify the right people to share the workload. Having a team will enhance productivity, create a winning work environment and contribute to the success of your company.

Financial Management: Enhance your self-assurance and ease when analyzing your business financial budgets and documents.

Educational Program Design: You will develop a more structured approach to improve the effectiveness of your programs and signature talks/presentations do the learning experiences you curate are resonate more powerfully.



INSTITUTE COST:

\$8,500

This amount covers coaching, mentorship, retreats, supplies, and industry tours. Payment plans and funding options available.

APPLY TODAY

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