



Kayla Martin, Future Leaders Academy Member, 2022-2023

Future Leaders Academy Update

Meet Kayla Martin and Laurie Hollinger

Over the coming months, we will feature the Future Leaders and Mentors who are working together during the mentorship phase of think2perform Research Institute's Future Leaders Academy program.

This month, we're pleased to introduce **Future Leader, Kayla Martin**, a student in the Dougherty Family College at the University of St. Thomas with a unique entrepreneurial vision. Kayla's values are autonomy, challenges, excellence, integrity, and relationships.

Kayla's **mentor, Laurie Hollinger**, is a business owner and coach dedicated to leading business forward and helping leaders create thriving growth cultures that deliver results. Laurie's values are competence,

creativity, meaningful work, integrity, and relationships.

On paper, the two are obviously well-matched. In real life, they both admit to a special chemistry. “We work very well with each other in the sense that we both like to be independent, but we also like to help each other,” says Kayla. “Kayla has really great energy, is always prepared and is open to learning,” says Laurie. “It is a joy to share experiences and suggestions with someone so eager to learn. We also overlap a lot on our values, so our connection feels natural,” Laurie adds.

Kayla’s entrepreneurial vision is to develop an event planning and dance studio business. Using a formal Mentorship Agreement, Kayla and Laurie set guidelines and expectations for meetings and communication. They also committed to being open-minded and transparent with one another.



Values-driven Mentorship

Kayla's Values

Autonomy

Challenges

Excellence

Integrity

Relationships

Laurie's Values

Competence

Creativity

Meaningful work

Integrity

Relationships

With that foundation in place, they established time-bound goals for the 12-month mentorship. The goals include: 1) networking with event planners, venue holders and dance studio owners; 2) developing a one-page business vision encompassing a mission statement, core values, niche, ten-year target, target market, three uniques, and improvement process, and 3) securing an internship that allows Kayla to gain event experience. Each month, Kayla will be engaging in 1 networking exposure or 1 assignment to support the overall goals. She recently completed a Pinterest board to visually articulate what she wants her venue to look like.

Kayla appreciates the accountability, “It makes me feel more empowered,” says Kayla. “If I were not in the Academy, I probably would have postponed a lot of things. It helps me to know, okay, we have a goal and we’re going to get this done.” She likens each completed task to playing Mario Kart. “I feel like I’ve hit that booster and then I hit another one and it’s a wonderful feeling getting closer and closer to that finish

line.”

“Kayla is determined, I love that,” says Laurie. “Right now, I’m introducing her to contacts who can provide insights, advice and additional connections as she is exploring possibilities and refining her vision.”



Kayla Martin and Laurie Hollinger are working together as a mentorship team from June 2022 to June 2023, when our inaugural Future Leaders Academy program concludes with a community celebration.

The mentorship is designed to be a co-learning process, and Kayla and Laurie are realizing this aspect together. “There has been a lot of learning and a lot of fun,” says Laurie. “I also get a front row seat to how the experiences, challenges and values of Kayla’s generation will impact the future of business.”

We look forward to checking in with Kayla and Laurie later in the year and spotlighting more Future Leaders and Mentors in our upcoming newsletters.

Know someone who would make a great Future Leader? Applications for the 2023-2024 Future Leaders Academy cohort are available [here](#).

Learn more about the Future Leaders Academy: [Flyer](#) and [Website](#)

We look forward to hearing from you!

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