

<b>Non Profit</b>	
<b>Nominee</b>	
<b>Name:</b>	Kenzie Biggins
<b>Title:</b>	Uniquely Defined
<b>Organization:</b>	Founder and President
<b>Nominator</b>	
<b>Name:</b>	Thomas Smith
<b>Organization:</b>	A. Brown-Olmstead Associates

**Give up to three examples of how this person demonstrates Integrity:**

Kenzie Biggins sees herself as a change agent. Although she has done all the work to provide herself with a solid foundation via her education and her varied job experiences, she fundamentally knows that unless she is doing "good" in the world, it is all for nought. This reflects an integrity that comes from within and is often not understood by young people her age. She is always looking at the good in others and businesses and focusing on the potential and how to solve problems for she sees there are no problems, just projects.

Her team at Uniquely Defined teaches a model she developed - Learn! Practice! Apply! She likes to make sure her team isn't just speaking on a topic but actually teaching and making sure everyone truly understands the concepts by including exercises and homework everyone can apply to their strategy. She created the motto that "engagement leads to ROI."

Kenzie has very much a spiritual take on life, extremely selfless with all endeavors she embarks on, and is very concerned about addressing the most serious issues facing her community. She works on projects she believes in and is passionate about. She is an active volunteer with the Atlanta Food Bank and mentors college students through Self Go Odd, a non-profit that partners college students interested in pursuing creative careers with mentors. She is member of the Dogwood City Chapter of Links, Inc. In the past year she completed more than 60 hours of community service. She is the new corresponding secretary and a former co-chair of the arts committee. As co-chair of the arts committee she designed an art/S.T.E.M. project where students built pin hole cameras, took pictures, and met with professional photographers while learning about the math, science, technology and engineering involved in building a camera and taking a great picture. Neil Ask, a new foundation set up to honor the late Neil Williams, almost in the same vein as Ted for the arts and corporate community, is another organization she supports as an advisory board member. She serves on the vestry of St. Luke's Episcopal Church and the youngest person in her church community to be elected in this capacity, where she is also assisting the parish in developing a more robust marketing and social media strategy. She

provides invaluable insight for the Evangelism committee and serves as a greeter at least once a month.

**Give up to three examples of how this person demonstrates Respect:**

She actively engages - in small and large groups- without encroaching on the space or ideas of others.

She has a heightened respect for history and specifically the role of women in history. She has context for our world as we live it today in a very mature way. She is an advocate for female entrepreneurs and was among a select group of professional women in Atlanta featured in a three part series in the AJC just this past spring on this very subject.

She is fearless, not afraid of new challenges, new circumstances, taking risks....meeting and knowing people who are different - different by age, gender, and all the measures we use in our definition of diversity.

She has a centered, calm, grounded manner and is a strong individual contributor, as well as a collegial team member.

**Give up to three examples of how this person demonstrates Responsibility:**

She understands in and out of the workplace that individual responsibility and actions will determine the future of our specific communities and ultimately the world.

She continuously challenges herself and those around her to open their minds and grow professionally and personally. She has a gift for motivating and inspiring entrepreneurs to follow their hearts and dreams and she supports them by leading them to tools to help them become successful. Kenzie has a true inner light that allows her to help others and to be of service to those needing her help. She works from a place of no doubt and no fear knowing that anything and everything is possible. It just takes trust, belief and hard work.

Through the role of a mentor, she enjoys spending with new entrepreneurs, advising them on everything from social media to branding and marketing. She does this through one-one meetings and sponsoring events. She is also generous with her time when it comes to meeting with college students and recent graduates who are in the mode of "figuring it out." She has numerous coffees with students who are just looking for a little guidance as they take the critical next steps in their lives into the real world. She helps others see their true potential and see things from a different perspective when they may be in a place where they are not able to move forward on their own. She is a born motivator and trainer who knows how to give people what they need in a focused and innovative way so they are able to apply it to their own lives and businesses to ensure their success.

As a constant student of her profession, she regularly attends continuing education events, such as iStrategy and the Global Strategic Management Institute's Social Media Strategy Summit. She is active with professional associations such as the American Marketing Association and the National Black MBA Association.

Being able to employ contractors and help give back to Atlanta's economy is one of the things she is most proud of at this early junction in her career.

**Please relate an incident or tell a story that shows how this person demonstrates Leadership Character. Examples may include professional or community involvement:**

In the past year, Kenzie has expanded her scope of work through her initial foray as a social entrepreneur by launching three new ventures, all with various philanthropic ties. The mission of the first company she established, Uniquely Defined, is to give small businesses, nonprofits, and individuals access to social media training and strategy development which typically can't afford the services of a social media agency. She does this by offering accessible pricing and group workshops. She is constantly thinking about new and unique ways of launching businesses, always with the notion of giving back to her community in the process. One of her new ventures includes "Uniquely Virtual," the offering of virtual executive assistant services. Her hope is to employ people with disabilities. She is also pursuing a Benefit Corps Certification which will designate that she gives a percentage of company profits back each year. Uniquely Qualified, her third company in development, is a speakers bureau/agency with a twist. All of her speakers are current executives and will relate impactful messages about their hands-on, real life experiences. In addition, all of the speakers give back a percentage of their speaking fees to an organization of their choosing. Lastly, Dèlasser is a concept to relax, to refresh, to soothe. This is a post workout bath and body product to help you relax, refresh, and soothe your muscles. When it comes to crafting the products, Kenzie is looking to partner with a home that helps girls who were formally involved in sex trafficking, a major issue in Georgia, around the country and throughout the world.

In closing, Kenzie is a dynamic teacher and thinker with a genuine, positive presence. She is a true leader to her generation and generations to come and has shown that through her work at school, in the workforce and in the community. She is a consummate professional of the highest integrity and through her focus of making Atlanta a more innovative and inspiring city, a very deserving candidate for the 2013 Turknnett Leadership Character's Inspirator Award.