

The Maximized Life Coaching And Mentoring Guides Small Business Owners To Success

By Jen Holden, Peninsula Chronicle

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Photo courtesy of The Maximized Life Coaching and Mentoring's website.

WILLIAMSBURG-Husband-and-wife team Lawrence and Ti’Juana Gholson have been small business owners for more than 20 years. The couple, who have been working together since the 1990s, owns several healthcare, real estate, consulting, and management businesses in addition to coworking communities.

One of their businesses, The Maximized Life Coaching and Mentoring, was awarded a “Table Builders Award” by Coming to the Table-Historic Triangle during a National Day of Racial Healing celebration held on Tuesday, January 17. The business was recognized for working with community organizations to increase the visibility of black-owned businesses and providing guidance through their business boot camps.

The Maximized Life Coaching and Mentoring works in collaboration with Inner Peace Coalition, The Women's Business Symposium LLC, and other organizations to provide free business education, mentoring, and technical assistance to socially and economically disadvantaged individuals.

The couple's business coaching curriculum was born in 2008, and by 2021, they were asked to teach their business coaching program through Hampton University's Virginia Workforce Innovation and Entrepreneurship Center.

"They had received a grant to help small business owners pivot from the pandemic," said Ti'Juana Gholson. "We had been teaching the classes in an 8-week series but found that many adult learners have so much going on in their lives that some weren't able to make it to every class. That's when we went with the boot camp model."

The Maximized Life Coaching and Mentoring Business Bootcamp is a two-day, 16-hour training designed to assist small-business owners and nonprofit founders to scale, grow, and retain their business.

"Our main idea is to introduce our clients to professional partners," said Ti'Juana Gholson. "While we believe that businesses can be a one-man show, if you have a winning team of professionals behind you, you have the ability to function just like a Fortune 500 company because every business needs an attorney, a CPA, a banker, and someone who handles insurance, marketing, and technology."

The Gholsons have 22 coaches and mentors who assist the couple with training to provide clear, precise, and detailed formatting in goal planning with the people they serve. The Maximized Life Coaching and Mentoring program served close to 800 small business owners in 2022 through its educational curriculum, with approximately 600 people continuing to take advantage of the organization's coaching and mentoring programs.

The next boot camp will take place from 9am to 5pm Thursday, January 26, and Friday, January 27, at The Maximum Building, 5252 Old Towne Rd. in Williamsburg. The two-day event is free of charge. Eligible participants include small business owners and nonprofit organization founders affected by the pandemic, small business owners and nonprofit organization founders needing a fresh start and reboot, and those aspiring to be small business owners and nonprofit organization founders.

The event will offer intense training with professional partners, including an attorney, accountant, banker, insurance professionals, and more.

“Benny Zhang, an attorney with Kaufman & Canoles, will be teaching a session on business startups and succession planning,” said Ti’Juana Gholson. “He actually tag teams with Tearanie Parker of Massmutual on a financial planning piece, so attendees will learn legal, financial planning, and business accounting. We also have a marketing and public relations company coming from Norfolk who will be teaching marketing and public relations, in addition to technology experts, communication specialists, and more.”

Boot camp training is designed to prepare small business owners to access capital. In addition to legal, financial, and communications planning, other facilitated training will center around pitch prep, insurance necessities, mental health selfcare, empowerment, human resources, and more.

After completing the boot camp, clients become eligible to obtain Credly Badges for graduation from the course in addition to eight weeks of free mentoring and coaching services after completing the course curriculum. Boot camps are offered monthly and fluctuate between in-person and virtual learning experiences. Registration is required.

For more information, call 757-808-5712 or visit The Maximized Life Coaching and Mentoring’s [website](#).