



Theory of Change

Research has repeatedly shown that the single largest factor impacting mental health treatment outcomes is not their service provider's treatment methodology or theoretical orientation, but rather the quality of the individualized therapeutic relationship between a client and their service provider.

THE PROBLEM

High-quality therapeutic relationships depend on service providers being personally satisfied by and fully engaged with their work, and yet the mental health field has historically been characterized by unusually high levels of professional burnout.

Mental health organizations have often framed this problem as an individualized issue by emphasizing the need for mental health professionals to take personal responsibility and practice diligent self-care. However, we view the lack of progress on this problem over the past five decades as evidence that the problem is better understood as a systemic and environmental dilemma instead.

THE SOLUTION

We believe that avoiding burnout and practicing sustainability is the responsibility of all stake-holders involved in a mental health organization, from top to bottom, which is why we elected to become a B-Corporation in 2019 and then pursued certification as a B-Corporation in 2023.

Mental health organizations typically have many stake-holders and very limited resources, which makes it extremely difficult to balance everyone's needs. Our strategy is consequently to:

- Be as transparent as possible about the resources we have available.
- Seek input from as many stake-holders as possible regarding how our resources should be used.
- Implement solutions that aim to maximize the benefit for all, both in the short and long-term.
- Monitor and collect feedback on the impact of our business decisions from as many stake-holders as possible.
- Admit mistakes, learn from our errors, and aim to continually improve in the future.

THE OUTCOME

By emphasizing environmental and organizational health, we aim to facilitate healthier professionals, who we in turn expect to be better engaged with their work and consequently better able to facilitate positive outcomes for their clients.

Healthy Environment → Healthy Organization → Healthy Professionals → Healthy Clients