

# a brighter kind of *better*.

Becoming the trusted partner in life's journey toward well-being begins with a commitment to four focus areas.

## Culture

Our organization's culture embodies openness, connectedness, and empowerment.

### Create Brand Trust

We are a trusted and reputable brand that draws talent and resonates through our staff culture.

### Develop Great Leaders

We develop confident, capable leaders throughout the organization.

### Become Efficient

We are efficient and streamlined in our internal processes.

### Celebrate Excellence

We create an environment that celebrates excellence and efficacy in mental health services.

### Develop Staff

We develop an environment that fosters ongoing development of staff both professionally and personally.

### Embrace the Mission

We are positive, joyful, champions for our organization's mission and the success of our colleagues.

## Clients

Our organization partners with clients to provide safe, inclusive, personalized services.

### Offer Great Services

We offer services that are evidence-based and represent best practices.

### Develop the Journey

We establish that mental wellness is an important piece of a whole health journey.

### Build Better Spaces

Our physical spaces are warm, inviting, and safe.

### Be Value-Driven

The client experience reflects the GBMH system of care values.

### Interact Warmly

Client interactions are welcoming, efficient, and transparent at every stage of the relationship.

### Speak Their Language

We use human and non-clinical language to meet people where they are.

## Collaboration

Our organization collaborates inside and outside to accelerate well-being.

### Build Coalitions

We build coalitions to address gaps and challenges in the mental health landscape of our communities.

### Develop Clearinghouse

We are a clearinghouse for all things mental health in the community.

### Offer Education

We proactively partner to offer education around mental health and wellness.

### Share our Knowledge

We engage beyond our borders to share our learnings and learn from others.

### Minority Partners

We actively pursue collaborative opportunities with disenfranchised and minority populations.

### Do Good

We are open to partnering with anyone to do good.

## Community

Our organization nurtures relationships with diverse partners to advocate for community well-being.

### Create a Brand

We have a brand aesthetic and voice that speak to the quality and uniqueness of care that we offer.

### Reduce Stigma

We work to actively reduce stigma around mental health issues in our communities.

### Grow Presence

We actively pursue growing our presence in the communities we serve.

### Develop Ambassadors

We support a network of internal and external brand ambassadors.

### Define Services

We clearly and simply define the scope of our services to all the unique community audiences.

### Thought Leader

We are an established thought-leader in the mental health space.