

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.