

A National Leader in Mental Health Care Aligns For Growth and Service

ORGANIZATION

Mental Health Center of Denver, Denver, Colorado, USA

ISSUE

The Mental Health Center of Denver (MHCD) needed to develop organization wide alignment and the discipline to assure the delivery of services “to every person in need.”

OUTCOME

By using the True Alignment framework, MHCD improved its focus on its mission, clearly defined its purpose and created an aligned longer-term vision. They developed a comprehensive training and coaching program for the development of strategically aligned leadership throughout the organization. They opened new facilities, including the innovative Center for Neuropsychiatry and a permanent supportive housing project. Additional achievements include:

- **The ability to service a larger population.** In eight years, MHCD grew to provide services to over 46,000 children, families, and adults and up from 15,400.
- **Numerous awards, including the Top Place to Work award for four consecutive years.** An Employee Well-Being program increased delivery of its mission to employees.
- **Growth.** Income grew over 54%, a result of the alignment of community and government entities to a mission and culture they identify with.

PROCESS

This multiple year consultation included the assessment of brand intention and culture, and interventions to align the organization’s vision, strategies, and culture at the Board and executive level. As a result, for over a decade, MHCD embedded and developed its discipline of alignment at all levels of the organization.

Consultant/Company

Edgar Papke and
The True Alignment
Company

Country

U.S.A.