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

Mental Health Center of Denver, Denver, Colorado, USA

**ISSUE**
The Mental Health Center of Denver (MCHD) 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.