

THE NUMBERS

OUR STATISTICS

Numbers tell us a lot about a search. They not only provide us with real-time data but also insights into the talent market. The following statistics have been collected over a period of six months, in which Headway saw many changes and experienced growth.

RAISED **\$2 MILLION** USD IN SERIES A FUNDING, AND \$32 MILLION IN TOTAL FUNDING

HIRED THEIR FIRST HEAD OF SALES

TRIPPED THEIR HEADCOUNT

LAUNCHED FROM **1 MARKET** NEW YORK TO **6 MARKETS:**
- ADDED FLORIDA, GEORGIA, MICHIGAN, TEXAS, & NORTH CAROLINA

CANDIDATES

CANDIDATES WERE INTERVIEWED (17 WERE PRESENTED)

2
HIRES

2 HIRES WERE MADE: BOTH ARE GROWTH ASSOCIATE ROLES

THE COMPANY

MORE ABOUT OUR CLIENT, HEADWAY

Headway is building the first national, virtual network of therapists who accept insurance, helping providers to expand their practices, and individuals to finally find a therapist they can afford. And they are doing it all through software.

Headway has a diverse community of over 4,000+ health care providers. They have served over 25,000 patients and facilitated over 344,000 appointments. The new round of funding was led by Thrive, GV, Accel, GFC and IA Ventures.

Headway also received angel investments from founders of influential new healthcare companies like One Medical, Flatiron Health, and Clover Health. Headway plans to further build out their vision of a new mental healthcare system rewired for access and affordability.

HEADWAY'S CORE VALUES

- Think future first --Think big even when the task feels small
- Act like a Headway owner --Pitch in ideas to improve products built and the ways we operate (even if outside your role)
- The first time is always handmade --Building amazing products means start by doing things that don't scale

- Think future first --Think big even when the task feels small
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DIVERSITY, EQUALITY & INCLUSION AT HEADWAY

Headway is dedicated and striving to build a team with a diversity of backgrounds, perspectives, and experiences. Headway believes that when people are their happiest and healthiest selves, it's because they feel valued for who they are



"I really appreciate you and your team's partnership!"

- ASHLEY NISENSEN, TALENT LEAD

THE CHALLENGE & SOLUTION

OUR PROCESS

Since being founded in 2015, TripActions has experienced enormous growth. The company has now raised over \$155 million and continues to expand its reach globally. TripActions currently has about 4,000 corporate customers; 700 since the pandemic began.

The team at TripActions initially engaged The Leadership Agency back in 2019 to discuss their search for a Sales Development Manager. The successful candidate was hired and excelled tremendously in her role in NYC that she got relocated to Texas to launch the Austin location in 2020. Fast forward to 2021, The Leadership Agency has now helped TripActions find and hire 5 top talent leaders. The Leadership Agency's first step in its unique sourcing process began with a debrief call with TripActions to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand.

- **Revenue Model Analysis:** To truly align with the goals of a business – and identify and attract the best candidates for the role – requires an understanding of the financials. The Leadership Agency acquires comprehensive knowledge of a company's revenue model by asking the right questions: Are they looking to grow current contract revenue, acquire net new business, lower their churn rate, increase monthly recurring revenue, expand into new markets, or go up market and get to the enterprise?

DISCOVERY WITH THE TRIP ACTIONS TEAM

- **Meeting with the Team:** Our team sat down with several members of TripActions' leadership team, including their VP of Sales and Recruiting team to discuss the scope of the role.
- **Company Culture Analysis:** The Leadership Agency begins every search by learning the company culture, and understanding the core values of the team and leadership.

SETTING TIMELINES

The Leadership Agency set up transparent and aggressive timelines in advance so that TripActions would know what results to expect and when. TripActions understood and approved the precise dimensions of the search including:

- The date of when candidates and a talent market analysis will be presented
- A fully managed interview process
- Candidate profiles and analysis tools
- Strategic offer guidance



THE RESULTS

Within an hour of its initial consultation, The Leadership Agency launched the search. Key deliverables included:

- Each search was launched in an hour
- Within five business days of each launch, TripActions was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with the recruitment team and their VP of Sales to find just the few who would be great fits for the TripActions brand and team
- Over the course of two years, TripActions has made 5 top-level hires with the help and expertise of The Leadership Agency

TOTAL HIRES MADE:



5