

**PREPARED BY**  
THE LEADERSHIP AGENCY

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# **A CASE STUDY WITH:**



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**GROWTH  
ASSOCIATE**

**THE LEADERSHIP AGENCY**



## **HIRING SALES EXPERTS FOR A NEW MENTAL HEALTHCARE SYSTEM**

Growing your organization and headcount can be a daunting task. It takes a lot of strategy, planning, and insight to make the right hires at the right time. How many hires should you make? When is the right time to ramp up your hiring? And how do you attract talent in different markets across the country? Especially when it's a rapidly scaling environment.

### **ABOUT US, THE LEADERSHIP AGENCY**

The Leadership Agency is North America's recruitment partner of choice for the fastest-growing startups. With a mission to help build the most impressive companies of our generation, The Leadership Agency helps startups find and hire best-in-class talent. As industry disruptors with over 15 years of experience and award-winning services, The Leadership Agency has truly become the one-stop-shop for startup recruitment.

Working exclusively with startups, The Leadership Agency reaches all lines of business, including C-level, sales, leadership, tech, finance, marketing, and more.

Visit: [www.leadershipagency.com](http://www.leadershipagency.com) for more information.

Check us out on:

LinkedIn: [/theleadershipagency](https://www.linkedin.com/company/theleadershipagency)

Instagram: [@theleadershipagency](https://www.instagram.com/theleadershipagency)

Twitter: [@weheartstartups](https://twitter.com/weheartstartups)

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 **\$26 MILLION** USD IN *SERIES A* FUNDING, AND **\$32 MILLION** IN TOTAL FUNDING

HIRED THEIR FIRST HEAD OF SALES

TRIPLED THEIR HEADCOUNT

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



**13** CANDIDATES WERE INTERVIEWED (**17** WERE PRESENTED)



**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 & IA Ventures. Headway 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

- Be relationship obsessed --our providers, patients, payers, and each other
- Invest in yourself to invest in our mission. When you invest in your health and wellness, you bring your best selves to work

**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

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THE CHALLENGE & SOLUTION

# OUR PROCESS

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Since being launched in 2019, Headway has experienced tremendous growth. The company has now raised over \$32 million in funding and continues to expand its reach across the country.

The team at Headway initially engaged The Leadership Agency in 2020 to discuss their search for a Growth Associate. Fast forward to 2021, The Leadership Agency has now helped Headway find and hire 2 amazing candidates to fill the roles. The Leadership Agency's first step in its unique sourcing process began with a debrief call with Headway 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 HEADWAY TEAM

- **Meeting with the Team:** Our team sat down with several members of Headway's leadership team, including their Head of Business Operations, Growth Lead, and Talent Lead 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 Headway would know what results to expect and when. Headway 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, Headway was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with the Head of Business Operations, Growth Lead, and Talent Lead to find just the few who would be a great fit for the Headway brand and team
- Over the course of six months, Headway has made 2 hires with the help and expertise of The Leadership Agency

**TOTAL HIRES MADE:**

