



# Case Study



Hiring Growth Associates for Headway

# 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.

The Leadership Agency recruits for the most impressive companies of our generation. Our mission is to help high-growth companies make their best hires. We are a women-led company and believe in diversity, inclusion & belonging - diverse teams are strong teams.

We do it differently.

We're not just recruiters—we're your partners in building the teams of tomorrow.

## Where to find us:



/theleadershipagency



@theleadershipagency



leadershipagency.com

**3000+**

placements

**300+**

clients

**50%**

women and/or BIPOC placements

**30%**

clients Seed-C

# Search 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.

## Timeline

6

MONTHS

## Candidates

17

PRESENTED

## Interviews

13

CANDIDATES

## Placements

2

GROWTH  
REPS

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Headway's platform connects individuals with accessible, high-quality mental health care by streamlining the process of finding and booking appointments with licensed therapists. The platform simplifies access to care by helping people find therapists who accept their insurance - providing support for both patients and providers.

Headway aims to remove barriers to mental health services by making care more affordable

The latest funding round was led by Thrive, GV, Accel, GFC, and IA Ventures, with angel investments from the founders of innovative healthcare companies such as One Medical, Flatiron Health, and Clover Health. Headway aims to further advance its vision of transforming the mental healthcare system to prioritize greater access and affordability.

# How we helped Headway

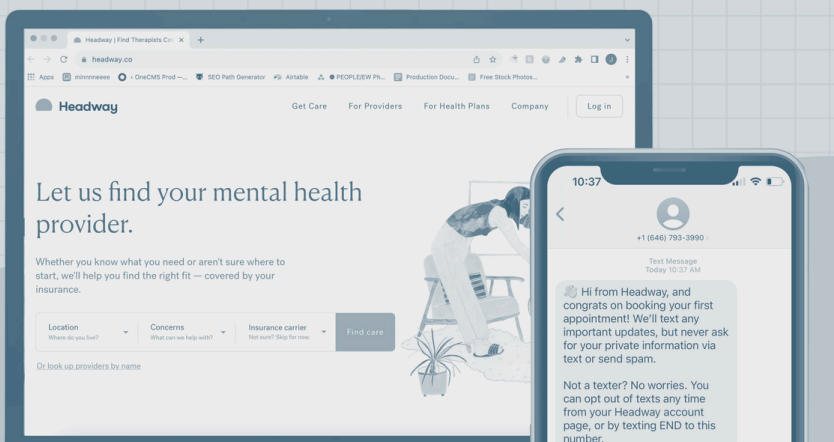
Over 20,000 mental health providers have joined the platform, making Headway one of the largest networks of therapists in the U.S. Headway operates across all 50 states, helping individuals find in-network therapists that accept major insurance plans, including Medicare and Medicaid.

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“I really appreciate The Leadership Agency’s partnership”



Ashley Nisenon  
Talent Manager



1

Discovery with the Headway team

2

Meeting to understand the criteria of the searches & markets

3

Search project launched within 1 hour of approval

4

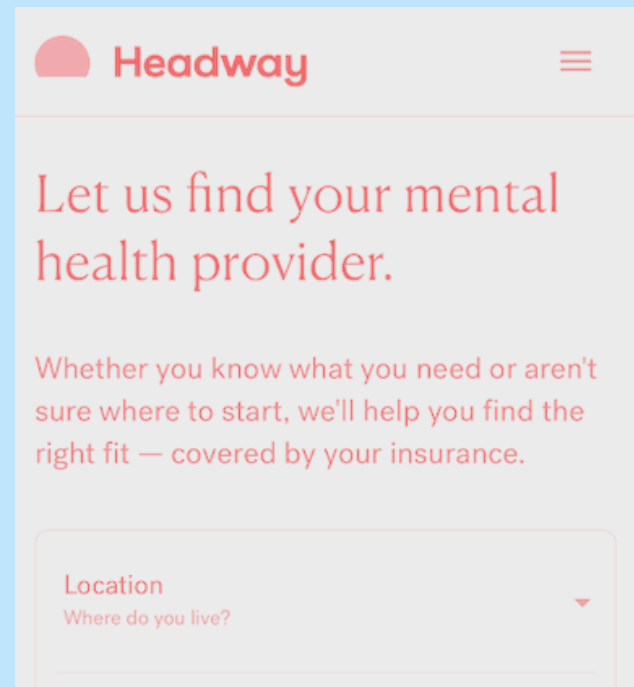
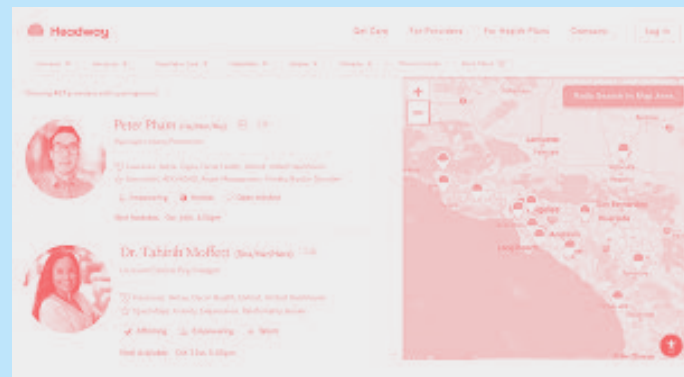
Weekly sync meetings with Headway. Data, full transparency and visibility into the search provided

5

2 Growth Associates hired in new markets

# The Challenge

Headway recently secured \$26 million in Series A funding, bringing their total to \$32 million. They brought on their first Head of Sales, transitioning from founder-led sales, and tripled their team size. With this momentum, they prepared to launch in six new markets: Florida, Georgia, Michigan, Texas, and North Carolina.



# The Solution

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.

# Our Process

Everything starts with a discovery.

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## Discovery with ELT

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.

## Culture Analysis

The Leadership Agency begins every search by learning the company culture, and understanding the core values of the team and leadership

## 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.

## Setting Timelines

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

# The Result

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

- Search launched in an hour
- Within five business days, 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 made 2 hires in brand new markets

# The End!



Ready to see where we can take you?