



# Developing Your Collaborative Leadership Team

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# Why are we here?

## The problem is:

- You are STILL wearing all the hats
- Things are falling through the cracks
- You're noticing patterns of low retention, low morale, etc.
- Onboarding is confusing for providers
- Your team doesn't know the message or story of the business
- You are surprised when an employee leaves (out of nowhere)
- You don't know how to create opportunities for promotion, raises and growth
- You feel burdened by your team rather than inspired at times
- It feels like you are the only one with all of the answers (everyone comes to you)



# What to expect today:

- What is a Leadership team
- What makes an effective team and leader
- Typical leadership positions and salaries
- Steps to recruit, develop and retain
- How to guide and nurture your leadership team
- Potential roadblocks
- Put questions in chat throughout!



# *Visualize*

Find a comfortable position



# What is a Leadership Team?

## In a health + Wellness Environment:

- A group of team members who support the People, Processes, Products (services) and Positioning of the business.
- Typical/potential leadership positions:
  - Intake Coordinator (45-50K/yr.)
  - Client Care Coordinator (50K/yr.)
  - Clinic Director/Coordinator (60K/yr.)
  - Medical Director/Clinical Director (75-100K/yr.)
  - Office Manager (\$16-\$25/hr.)
  - Marketing Coordinator (50K/yr.)
  - Executive Assistant (45-50K/yr.)
- What are their roles and responsibilities?
  - How to create hybrid positions





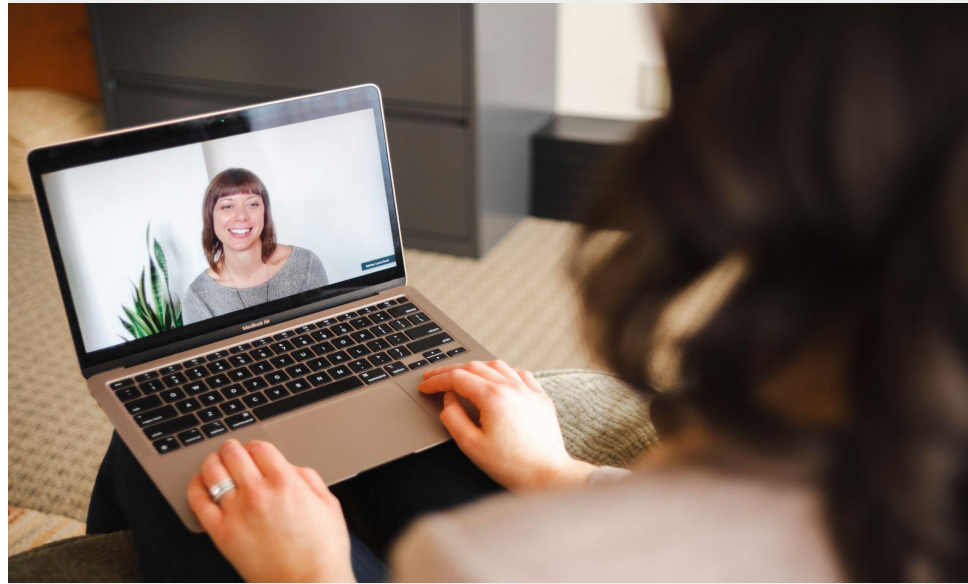
# What makes an effective leadership team/leader?



- What features make an effective leader in the healthcare space? (Draw it!)
- Coach and Guide vs. Manager
- Intentional and Effective Collaboration and Communication
- Provides opportunities for employees to be heard and share ideas
- Cultivates the culture and model of the business
- Develops and maintains effective systems and processes
- Creates and maintains intentional opportunities for kudos and gratitude
- Process in place for complaints and change of management/evaluation of management

# How to recruit, develop and retain your leaders

- Hiring internally vs. externally
- Interviewing, onboarding and integration
- Potential roadblocks



# Hiring Internally vs. Externally

## Internal

- Start here if at all possible
- Opportunity to develop your current team
  - Look for heroes in the making, what is their story?
  - Loyalty and trust
  - Ahead of the game



## External

- Know your team's key characteristics and look for them
- Core values from job posting through onboarding and beyond
- Multi-step interview process including entire team
- Integrate into current culture, welcome their ideas and build trust





# Interviewing

- **Current team**

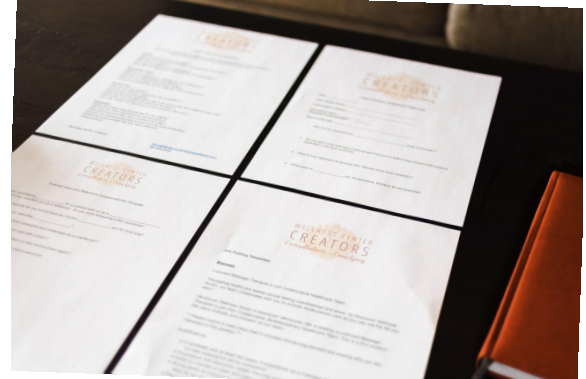
- What is THEIR hero journey?
- What do they want long term?

- **Job postings**

- Specific and detailed
- Incorporate company mission, vision and top 3 values

- **How to recognize a natural leader**

- Steps up to challenges AND has boundaries
- They can hold the attention of the room or space for a time
- People look to them as problem solvers
- They can support others to feel calm and grounded in the midst of chaos
- They give helpful ideas without fueling the fire
- They have empathy and authority and can directly communicate with others



# Onboarding and Integration

## Onboarding:

- Internal hire = opportunity to create role together
- External hire = get clear on role and create clear training

## Integration:

- Include team in the process
- Orient to current culture of team and business
- Build trust
- Integrate new hires ideas and processes



# Potential Roadblocks

- **Confusion**
  - If you confuse, you'll lose!
- **Assumptions about new hire**
  - Whether hired internally or externally
- **Past Baggage**
  - From every single person involved
- **Gaps in your systems**
  - Adding new positions will bring these to light
- **Tuckman's stages of group development**
  - Forming, Storming, Norming, Performing, and Adjourning



# How to guide and nurture your leaders

Leaders in place vs.  
Leaders in charge



Coach vs. Manager



Walk the walk



# What to do next?

## 1) Become a WCC Member (FREE through the WCC Website)

- a) All of your questions from the chat will be answered here!
- b) <https://www.wellnesscentercreators.com/offers/yEJhpnLW/checkout>

## 2) Apply now for 1:1 to begin this Fall

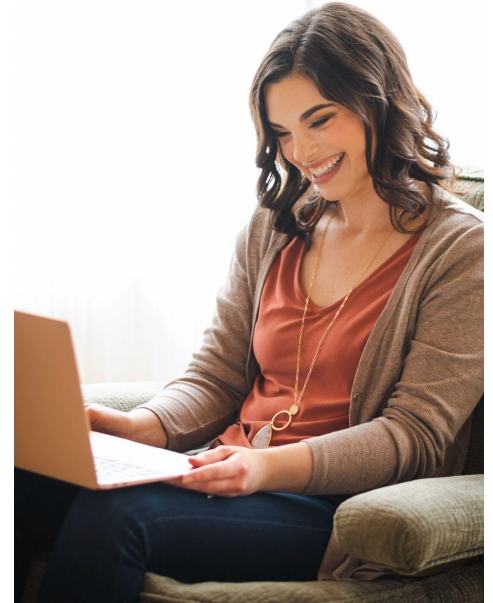
- a) Email [Kendall@WellnessCenterCreators.com](mailto:Kendall@WellnessCenterCreators.com)

## 3) Apply for the Spring 3-Month Coaching Group

- a) <https://www.wellnesscentercreators.com/group-coaching>



**\*\*\*Put your email in the chat to receive the "who does what" PDF!**







# Questions

Become a WCC Member (free through the website) to see answers to all of your questions from the chat today!

[www.WellnessCenterCreators.com](http://www.WellnessCenterCreators.com)  
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