

# **Triad Overview**

National Council for Mental Wellbeing  
Association Executives Meeting  
February 21, 2023



# Triad Summary

Triad is the leading provider of education, community, and career solutions for mental health and substance use professionals, employers, institutions, and organizations. Six brands, 45+ years of experience, and over one million professionals served.



Academic  
Review  
A TRIAD COMPANY



Gerry  
Grossman  
Seminars  
A TRIAD COMPANY





# Purpose/Mission/Strategy

## PURPOSE

Why do we exist?

We help people help people.

## MISSION

Who do we serve?

We serve the mental health and substance use health professional community, from student to practitioner.

## STRATEGY

How do we do it?

We provide education, community, and career resources for mental health and substance use professionals, institutions, organizations, and employers.





# Triad Employer Solutions

Triad offers a full suite of services to support the workforce needs of mental health and substance use providers.

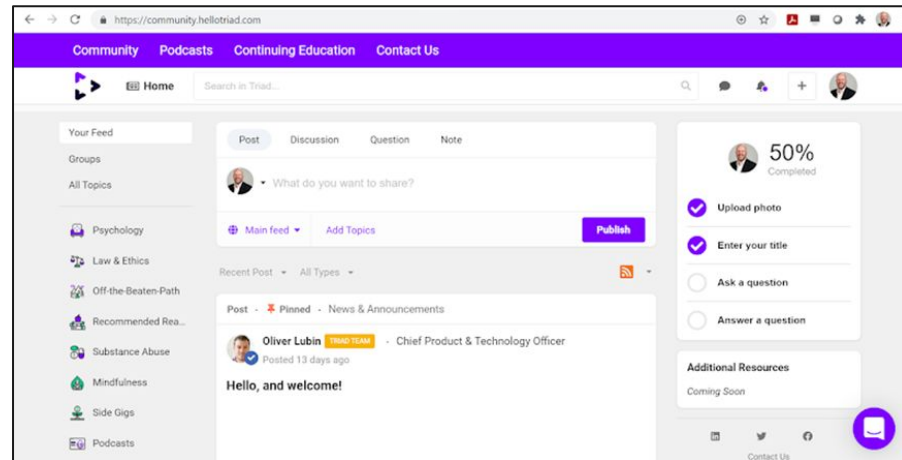
- Triad Network
- Jobs Marketplace
- Exam Prep
- Continuing Education



# Triad Network

Triad is the hub for mental health and substance use professionals. Education, community, and career resources, all specific to mental health and substance use – and all for free.

Launched in January 2021, and now featuring more than 90,000 professionals, Triad is “the LinkedIn for mental health”: resources specific to this field, without the noise.



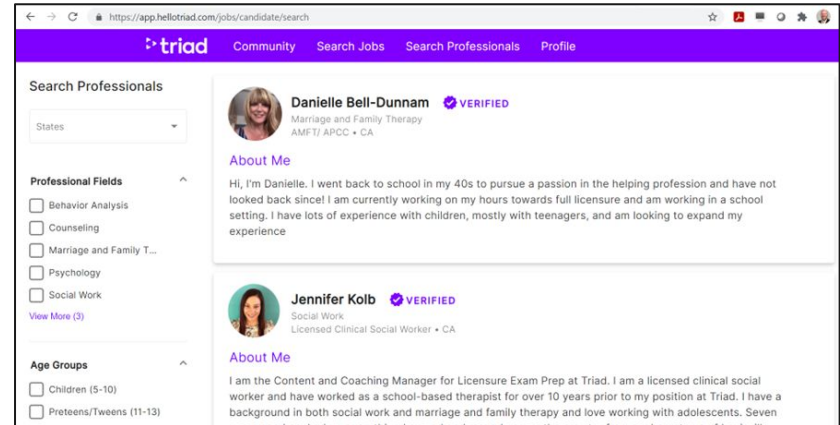
**Free** to all mental health and substance use professionals and organizations



# Jobs Marketplace

An industry-specific recruitment solution for mental health and substance use employers, matching Triad's "supply" of 210k+ professionals with the "demand" of employers looking to hire them.

Offering insights on candidates' specialty and sub-specialty experience that other more general platforms (LinkedIn, Indeed, etc.) don't, and can't, Triad's Jobs Marketplace helps employers find better candidates, faster.



Free for all professionals; paid subscription and job boosting opportunities for organizations



# Exam Prep

For the dependently-licensed professionals in your workforce, Triad offers exam prep solutions for aspiring psychologists, social workers, marriage & family therapists, counselors, and behavior analysts.

Available in live online, self-study online, and print formats, the Triad family of brands provides exam prep options that meet all learners' needs and preferences.



Exam prep packages and a la carte options available





## Partnership Overview

Triad has partnered with the National Council for the past three years. On October 6, 2022, we announced the expansion of our partnership to the Gold tier.

Through our partnership, National Council member organizations receive exclusive discounts on all Triad products and services:

- Jobs Marketplace: 30% off all subscriptions
- Exam Prep: 30% off employer-paid; 20% off employee self-pay





# Triad Team



**Billie Henning** is Triad's Partnership Director. She works with organizations to determine the right resources and packaging to fit their needs.



**Kelsi Jackson** is Triad's Partnership Manager. She works to onboard organizations to Triad products and services.



**Megan Stark** is Triad's Partner Success Specialist. She provides ongoing support to partner organizations to meet their workforce needs.

## Contact Us

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To schedule a meeting with our  
Partnership Director:  
<https://calendly.com/billie-henning>

