



# Case Study: Mental Healthcare

How Ready Set Exec helped New U  
Therapy hire **their first COO**—and **unlock  
their next phase of growth.**

Date:  
**2024**

Presented by  
**Ready Set Exec**

# Table of Contents

03

**CHALLENGE**

04

**STRATEGY**

05

**DIFFERENCE**

06

**RESULTS**

07

**ABOUT US**

08

**PROCESS**

09

**WHY US**

10

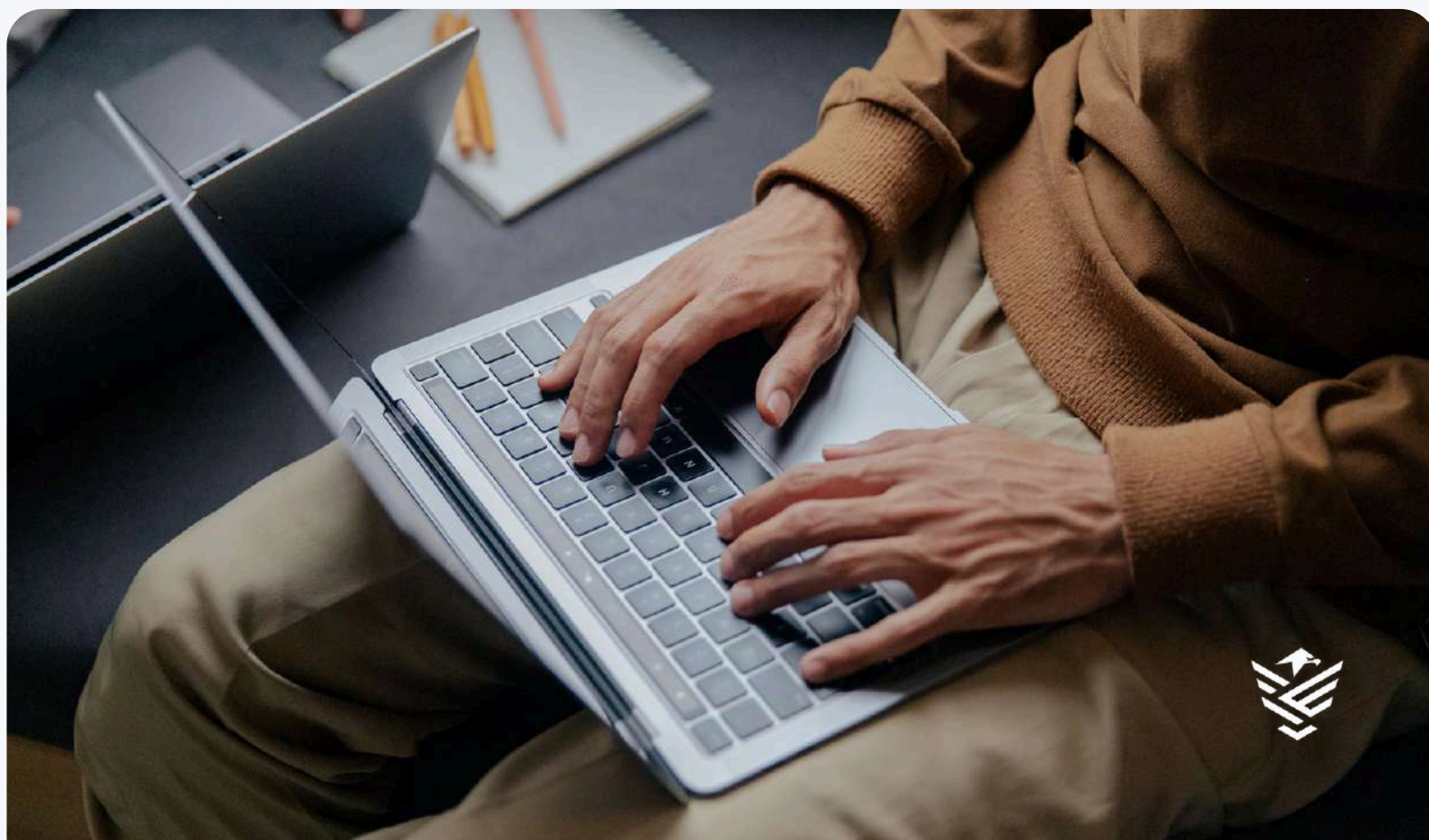
**CONTACT US**



# The Challenge: A Pivotal Role, Six Months Unfilled. Until now.

New U Therapy, a fast-growing mental health clinic with multiple locations across California, hit a roadblock: they needed a Chief Operating Officer to sustain their growth—but couldn't find the right candidate.

Internal recruitment efforts stretched over six months without results. The CEO, overwhelmed with day-to-day operations, couldn't focus on scaling. A crucial hire was now a critical barrier.



# The Strategy: Focused, Human-Centered Recruitment

Ready Set Exec stepped in to help.

We launched a nationwide search using our high-touch outreach process—up to 10 personalized touchpoints per candidate. Our goal was to go beyond LinkedIn searches and job boards and tap into a pool of passive, relocation-ready, culturally aligned talent.

Every candidate was vetted for leadership capability, operational insight, and emotional intelligence—key traits for a role in a mental health-focused organization.





# Why It Worked: Precision Over Volume

Ready Set Exec's approach wasn't about flooding the pipeline—it was about curating it. After an exhaustive search, only three hand-selected, highly qualified candidates were presented to New U Therapy. Each was chosen not only for their experience but for their alignment with the organization's mission, leadership style, and future direction.

## **Cultural Fit & Leadership Alignment:**

Every candidate was assessed for more than just technical skills. We evaluated their ability to thrive in a mental health-focused environment, lead with empathy, and collaborate with clinical and non-clinical teams alike.

## **Mission Resonance:**

We prioritized individuals who believed in New U Therapy's mission of expanding access to mental health services—and had the operational know-how to scale that mission responsibly.

## **Seamless Onboarding:**

Beyond placement, we supported the onboarding process to ensure the new COO could hit the ground running. From integration planning to post-hire check-ins, we stayed engaged to ensure long-term success.

## **Compelling Offer Design:**

The selected candidate was a passive executive—gainfully employed, not actively seeking. We worked closely with New U Therapy to craft an offer that addressed compensation, growth trajectory, and the unique sense of purpose the role could provide.





# The Result: A Game-Changing Hire

- ✓ New U Therapy hired their first-ever COO
- ✓ Operational relief for the CEO
- ✓ Confidence restored in X-Copper's hiring strategy
- ✓ Structure and strategy to support future growth

*"I strongly recommend Ready Set Exec for any C-suite or top managers' recruitment. They bring not just the best talent, but also structure, motivation, and strategy."*

— Inna Lee, CEO, New U Therapy



# About Ready Set Exec

We help purpose-driven organizations make executive hires that last. With deep expertise in C-suite recruitment for healthcare, HR, operations, and business leadership, we operate as true partners—not just recruiters.

Founded by Patrick Shea and John Pezoulas, Ready Set Exec blends entrepreneurial experience, people-first strategy, and next-gen recruiting tools to reduce time-to-hire and improve long-term fit.





# Our Process: Structured for Speed & Fit

## Discovery

Deep dive into your hiring goals, culture, and work style.

## Alignment

Preview top candidates and finalize your hiring scorecard.

## Collaboration

Weekly syncs and full access to our client collaboration portal for progress updates and dedicated communication.

## Assessment

Behavioral, skills, and personality evaluations using industry-leading assessments such as EQ, Myers-Briggs, Kolbe, DISC, and Gallup.

## Talent Introduction

Finalists presented with comprehensive talent portfolios and 30-second elevator pitches.

## Interview

Support with candidate engagement and scheduling during your internal interview process.

## Hire & Support

90-day guarantee + 12-month follow-up + extended rights to talent pool





# Why Ready Set Exec?

**Growth Mindset:** Experts at scaling teams in small and mid-size enterprises, we live the entrepreneurial growth mindset and understand the value of hiring individuals who take ownership and are goal-oriented.

**Transparency:** We schedule weekly face-to-face meetings and provide exclusive access to our client collaboration portal for constant feedback, candidate profiles, and status updates.

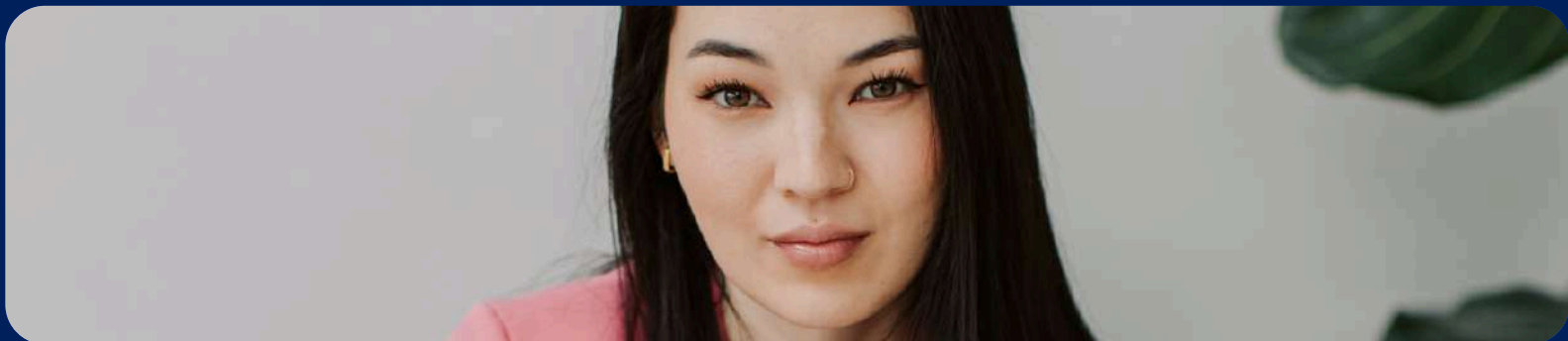
**Industry Veterans:** Specializing in sales, marketing, human resources, and operations recruiting, our team helps identify skills and competencies for each role, as well as the behavioral profiles needed for successful placement.

**Extensive Network & Advisory:** Conducting exhaustive talent searches using an omni-channel approach, our extensive network provides global reach and insights from an advisory board to find the top 10% in the industry.

**Proven Process:** With experience recruiting, placing, and managing teams responsible for over 10,000 placements, our process combines traditional executive search tools with advanced AI and modern innovation, reducing time to hire by 50%.



## ● CONTACT



You've just seen how Ready Set Exec solved a months-long hiring challenge in under 7 weeks—placing the right person, in the right seat, at the right time.

Whether you're scaling a fast-growing team or trying to fill a mission-critical role, we bring the process, precision, and persistence needed to deliver.

**Let's build your leadership bench.**

Connect with us today to start a conversation about your talent needs. We're not just recruiters—we're your partner in growth.

## Ready to Find Your Next Top Performer?

EMAIL:

[sales@readysetexec.com](mailto:sales@readysetexec.com)



WEBSITE:

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

