

Leadership in the Field of Behavioral Health in North Carolina

Leadership in the field of behavioral has changed over the last 10 years. The field of behavioral health not only focuses on effective treatment for clients but also on effective business strategies. More and more leaders must be able to be well versed in both clinical and business strategies to ensure their programs stay competitive in this new market. In this presentation, we will explore the four specifics related to leadership in the field of behavioral health including business mindedness, community engagement, thought leadership, and diversity.

This workshop will explore the current business trends in leadership and the importance of taking part in advocacy to address the next steps in our field. Finally, this presentation will discuss data and trends of diversity in leadership including the new opportunities for millennial leaders.

Learning Objectives

Upon completion of this workshop, participants should be able to:

- Describe and understand the importance of business mindedness, thought leadership, diversity, and community engagement in leadership practices
- Discuss relevant trends on thought leadership and advocacy, how this works, and the importance to the field.
- Identify data trends in diversity within behavioral health leadership.

Target Audience

This program is intended for all leaders in the field of behavioral health including new leaders and individuals with existing leadership experience. This program is also geared towards individuals who are considering entering the leadership space.

Contact Hours

3.0 contact hours

Program Agenda

9 AM to 10:30AM	Lecture on business mindedness, community engagement, and the current trends in behavioral health
10:30 AM to 10:45 AM	Break
10:45 AM to 12:00 PM	Thought leadership and advocacy/Strategies and tools to support diversity within leadership
12:00PM to 12:15PM	Questions and Answers

Faculty

Joy Brunson-Nsubuga, MA, LMFT, LCAS, CCS, is a native of South Carolina. She received her bachelor's degree in Psychology from Francis Marion University in 2006 and master's degree in Marriage and Family Therapy with a certificate in addictions counseling from Appalachian State University in 2009. She completed one year of Executive Leadership Coaching utilizing Oxford Leadership Principles in 2019. She

currently holds full licensure as a Licensed Marriage and Family Therapist, Licensed Clinical Addictions Specialist, and Certified Clinical Supervisor as well as the AAMFT Approved Supervisor designation. Joy is an expert in Systems Thinking and Therapies, Behavioral Health Crisis Systems, and Substance Use and Medication Assisted Treatment. She has experience in leading multi-state operations and is currently the Vice-President of SouthEast operations for RI International overseeing North Carolina and Louisiana programs. She also owns a private practice, Relatively Speaking Therapeutic Center, and offers family and couples therapy, supervision for marriage and family therapists, licensed professional counselors, and substance use professionals seeking full licensure, consultation for agencies, and offers presentations on couples therapy, family therapy, crisis interventions, and addictions treatment. Joy is also the Professional Practice Board Chair for the North Carolina Marriage and Family Therapy Association. Joy resides in Apex with her husband and two boys ages 9 and 5 years.