



Vision Statement

Larch Counseling provides high-quality, relationship-based psychotherapy to couples, families, and individuals.

Core Values

Client Experience

Larch counselors and staff create and maintain a supportive environment for clients to enter into life-changing psychotherapy. For us, the client experience starts when someone hears Larch's name, then continues through the intake process, past termination, and onto them referring us to their family and friends. Warmth, clarity, and healthy professional boundaries allow us to care for our clients in a long-term, sustainable way.

Clinician Care

We believe that if our clinicians are supported and healthy, and are working from an environment that is comfortable, they will provide stronger and more grounded therapy.

Fiscal Responsibility

Larch can respond instead of react because we are fiscally responsible. This allows us to develop collaborative ways to provide community support, hire excellent counselors and staff, and weather unexpected economic changes. Fiscal responsibility nurtures Client Experience and Clinician Care.

Pillars of Larch

We are Responsive, not Reactive

We believe that being responsive is the most wholesome and successful way to engage in any crisis situation, both as a business and as clinicians. We look at both short and long-term outcomes in the context of each unique situation. We avoid being reactively driven by our emotional responses. Sometimes a situation requires a quick response, but even in those situations we take a pause before we act.

We Embody Radical Candor

We believe that being direct, in an honest and empathetic way, is important to keep our team growing toward reaching a high level of fulfillment and achievement. We hold that everyone on the team will know where they are excelling, and where there are areas of potential growth. We provide feedback as issues arise. We open this conversation up in both directions, from management to team members, and from team members to management. This is why we create regular opportunities for team members to sit down with management and have open and honest conversations about how things are going.



We Value Learning

Continuous learning supports our clinical work, strengthens our minds, and keeps us from becoming complacent. We demonstrate this value by maintaining structure that creates space for learning, and with monetary support through CE Funds.

We Value the Self of the Therapist

We value the Self of the therapist in the clinical sense, as well as in the personal sense. We believe that a therapist who knows themselves and how their clinical work intersects with their emotional life, is happier and more effective. We hold ourselves accountable to how we show up for our clients.

We Believe Space Matters

The design of our office space, from aesthetics to functional structure, greatly impacts how we experience coming to work and how our clients are able to enter into the therapeutic space.