

EPISODE 03: CLINICIANS & CONSULTING

Davia Roberts 0:03

Welcome to More Than a Therapist, a podcast for ambitious and creative clinicians who want to build careers beyond the couch. I'm your host Davia Roberts, and I hope you're ready for today's session. On today's episode, you're going to have the pleasure of being introduced to Kenya Crawford. Kenya is someone who really embodies being more than a therapist. In addition to being a clinician, they're a consultant, a coach, and the creator of an online platform called On the Mend, which offers wellness courses for the LGBTQIA+ and POC communities. I am more than excited to have Kenya here with me today and I just want to start by saying, thank you and welcome to the show.

Kenya Crawford, LMHC 0:43

Thank you for having me. I'm super excited to be here.

Davia Roberts 0:46

It's my pleasure. I have been watching your work online for a while and I always love seeing other clinicians who aren't just doing therapy, but to just see the possibilities. You do consulting, you have this online platform where you're like, Yeah, I don't have to meet with you on the couch one on one, you know, some of it is just psychoeducation and having those resources available. That is something that I really enjoy being able to witness so I'm excited to have you on the show. But naturally, we are talking about consulting. So how did you get started? Like, how did you get where you are today?

Kenya Crawford, LMHC 1:24

Oh, and how, how much time do we have? Because I'm sure you ask the big questions. But no, I always tell people consulting and entrepreneurship found me. I did not seek it out. If anything, I actively avoided it. Um, I don't know about y'all but growing up in a Black household, if I came to my mom, and I said, "I'm gonna be entrepreneurs, she would have been like, 'Oh, no you're not, you're gonna get the job.'" Right, exactly. So I never thought that that was something that I was going to do. For me being a therapist meant going to grad school, getting that PhD, and I was very much on that trajectory. And it wasn't until I was in graduate school and a mentor said to me, "You know, your mentor should be informing where you want to be in life. And if they have a life that you don't want, you might need to change direction." I said, "Oh, um, let me sit with that for a little bit." Because you're my mentor, this is my research advisor at the time, and you just told me you were in the lab last night until 9pm.

Davia Roberts 2:31

Oh, absolutely not.

Kenya Crawford, LMHC 2:32

I don't want that life for me at all right? How can I navigate academia, navigate being a therapist, navigate these spaces, while still centering the life that I want? So I started to do a little research. And I was like, okay, I see there's, there's this opportunity for consulting. So I remember talking to one of my colleagues about it, and she was like, you know, you just go and do it. I was like, I heard you. I don't know how I'm gonna go and do it. But um, I reached out to this is actually I was an undergrad, and a colleague of mine who did work in South Africa. So like, oh, so a colleague of mine is really looking for someone to help them with their curriculum, would you be interested? And I was like, I mean, sure. What does that look like? They're like, Okay, well, the flight leaves next week.

Davia Roberts 3:21

Oh, okay.

Kenya Crawford, LMHC 3:22

What? What do you mean a flight leaves next week? I don't understand. I don't comprehend that. Well, they're gonna fund your travel and they're gonna put you up in a hotel, and they want you to be there to consult on the curriculum for about a month. And where was, where was this? This was University of Cape Town, in South Africa. I said, so it just works like that. It's just a colleague knows a colleague, and they know you have this brilliance, and they want that brilliance from you. And I tell people this story to remind them that consulting is not this like, mystical thing that you have to go to school for, you have to do the thing. It's really about sharing your knowledge and people knowing that you have that knowledge. And my mentor at the time knew that I was extremely passionate about queer spaces and creating really liberating spaces. She was like, come help them on their curriculum. So that was my first consulting gig. I didn't have my Bachelor's yet. I didn't have my masters. I didn't have any of the degrees or any of the things that people think you need to have. I had passion. I had network and I had a willing to take a risk. And I jumped on that flight. And that was my first client.

Davia Roberts 4:34

But I know entirely too many clinicians who are so well versed in their area of expertise, but genuinely believe that they don't have what it takes to be a consultant. Yet, they consult with their agencies, they develop curriculum, programming, like assessments, and I'm like, baby, you're doing it already.

Kenya Crawford, LMHC 4:56

You are doing it. I think therapists are the best consultants out there. because so much of our process of getting to know clients is similar to the consulting process. But that same like information gathering that we do to understand the client, right, the same establishing of the problem, aka the diagnosis, even though I don't like diagnosis out here, whatever. The same intervention, right is the is the offering that you give to your consulting client. All of that is very similar to being a therapist, it's just shifting what the services look like, and you got it.

Davia Roberts 5:29

How did grad school actually prepare you for consulting?

Kenya Crawford, LMHC 5:34

Ooh, that's a good question. So I went to Columbia, I got two very expensive master's degrees. And I name that to say, I'm grateful for the education. I'm grateful for the network and the community. But there was only one class on consulting when I was in graduate school. And that, to my knowledge, that class was not a requirement. It was a class that I sought out. And I said, let me see what's happening here.

Davia Roberts 6:02

The fact that you even said there was a class blows my mind. I'm like yeah... that wasn't an option for my program.

Kenya Crawford, LMHC 6:07

Exactly. Most graduate programs don't even have a class and it was a small class, right, I think was elective or something like that. And I'm grateful that the class sparked my passion. Right? Because we had a we had an assignment where I had to review the systems and the experiences of equity at Uber. Okay. Pretty interesting. This is pretty cool and I felt my passion getting louder. I was standing in front of that room, and I was like, Uber, y'all got it messed up. Y'all need to know. Right? And I felt this passion. But somewhere in there, I was like, oh, what can I do? Like, are they gonna listen to me? Like, are they gonna listen to this Black queer woman from Philly telling them how to run a million dollar business? Right? I didn't think that my voice was loud enough or powerful enough. So I stopped thinking about consulting for the rest of my graduate program.

Davia Roberts 7:01

You actually got deterred once you were in the program. I mean, in the course.

Kenya Crawford, LMHC 7:06

Yep. Yep. I sure did. Because I started to second guess, because everybody around me was second guessing. I was surrounded in this environment of other people being like, Yeah, but we can't really do that. We should just get licensed first. Let's focus on our hours. Let's do all this other stuff. Right. And I stopped thinking about I was focusing on let me graduate, let me get this thesis together, let me get a job. Right. Let me sleep hopefully, seven hours tonight, right. But that was my focus. And then I got to my first mental health gig, I was working in the community clinic and I was completely underwhelmed. I was completely underwhelmed. I was not stimulated. And I realized this now, I was spending so much of my energy leaning into consulting without realizing that's what I was doing. So I was going to my supervisor and being like, "Hey, this is not working, we should change it." And they were like, who are you?

Davia Roberts 8:08

It's been working, newbie.

Kenya Crawford, LMHC 8:09

Right! I'm one month on a job and I'm like, this intake is a little trash. Can we change it? But I realized, you know, as I reflect on that time, I was like, oh, I was trying to consult without being in a position of being empowered to be a consultant... and being in a space where people were actually listening to what I had to say. So I think about this, because it helped me realize like, oh, I've been doing this for a while I just haven't been getting paid for it.

To answer to to come back around and answering your question, I think graduate school gave me the class, which was nice. It didn't teach me how to do contracts, or rates or, or any of that like systematic stuff, but it enlightened that passion for me. So I'm grateful that that happened.

Davia Roberts 8:58

I just find it so interesting, that someone who had the interest in consulting registered for the class, but this general consensus and this culture that still remains in a lot of academic circles within counselor education, psychology, whatever, still say, this is not where we belong. Like it's either academia, you teach some courses, do some research, or you know, you start a private practice or you're doing agency work, like you're working for someone else, or you have a private practice, and that's where you stay. Even though even as an undergraduate student, you were already doing research. You were already advising a university. You were doing that and then to get to the graduate level, and have even more experience, more training, but now actually believe you know what, I may not be qualified... like the antithesis of what you have what you've experienced in the past when you'd literally already done it. And so I just, that just makes me just push so much harder for clinicians to be reminded like, this is feasible. This is doable. Too many clinicians are already doing the work. But like Kenya said, aren't being paid for it.

And I'm like, no baby, get your check, because the expertise that we bring into the room is priceless. And I remember, I remember speaking with someone else. And she essentially said she accepted a job in tech. And once she got the role, she was like, Oh, I know way more about psychology than most people. But because it feels so common to us, as clinicians, we think everybody knows this, we're not bringing anything special. And people are in awe with the most basic information that we share. And it's like, stop selling yourself short. Because not only do we have vast information, some of us are really great at putting complex things into very common or simplified and manageable concepts. It's like, No, that is a skill set. So, so moving from that space, and you saying, like I'm working in, you know, working with this job, I'm doing consulting that they didn't ask for. And this is just not it for me. How did you actually get like that first client, that first consulting client, after you know, not the undergrad? But how did you get that first consulting client post grad school?

Kenya Crawford, LMHC 11:36

Yeah, that's a great question. So I was actually in a training with a colleague, who wasn't a colleague at the time, I know this woman, I was talking to a little shade to the person next to me, and I was like, huh, so we're not gonna do like group agreements. We're not gonna like do land acknowledgments. We're not gonna do anything? We're just going to jump straight into the trauma of this, this topic, right? And I was talking to her about it. And she was like, you seem like really knowledgeable about helping companies through problem solving. And I was like, Oh, girl, I appreciate it. I didn't realize that shorty worked for the mayor's office and literally, at the end of the training was like, so you trying to come do this for my company? Wow. She emails me and I see at Mayor's office. But I was talking with her and she was like, you know, I want you to come in and do a training on intimate partner violence. And that was like my, my specialty at the time, I was mostly working with folk experiencing IPV or healing from IPV. So she came in, she was like, we have this this group of clinicians that want to deepen their understanding in this, we want to train what we really want, you know, some more organizational shift and change. So okay, I'll do a whole assessment for you. She's like, pick, I'll set you up with these people, we'll set you up with a consultation call, we'll go from there.

I did not know what I was doing. I had no idea what I was doing. But I knew I knew how to figure it out. Right? I trusted myself to be able to say you love data Kenya, you love problem solving, you love risk taking. Here goes a perfect opportunity for you to do all of that. Why would you? Why would you say no? Why would you give up this this opportunity? And I share that with people to say because sometimes you'll get opportunities that may not be something you've ever done before, may not be something you've ever thought about doing before, but it excites you, right and excites you. It's close enough to your expertise that you are willing to do the labor and energy to figure it out.

Now, disclaimer here... because some of y'all try to do everything under the sun and you burn yourself out trying to be an expert in neuro divergence, and an expert in ability, and an expert in fat phobia, and all of that. All of those things need support and consulting and training and yes, but that does not need to be you. That does not need to be you. It cannot be you and only you. And I think when I'm talking with like newer consultants, I like to tell them, it's important to use your network, because your network will give you that opportunity and you will also give them opportunity. But a lot of the opportunities I get is because people know okay, Kenya is passionate about racial equity. Kenya is passionate about mental health. Kenya is passionate about these things in the workplace and she's willing to do this work in this area. Don't come to me and ask me to do a workshop on maternal health. Don't ask me to do that. What I will do is tell you about all the clinicians I know that can do it. Because when they get that opportunity, what's going to happen is the next person that comes to them and says, "Oh, we want to do a workshop on racial trauma," they're going to call Kenya. So it's important to use that network as a way to building your business, but also staying true to who you are and staying in that area at least closely.

Davia Roberts 15:02

No, I agree with you 1,000% on so many levels. Number one, I do believe that consulting is very much a networking game, like I wholeheartedly believe that. It is about who you know, and who knows of your work. And so there are some people who are networking with you, and you're not networking with them. And so these are the people that follow you on LinkedIn, have never responded to a single post, somebody that follows you on Instagram, whatever, but they are watching your work. It resonates for them and they're going to be... there's going to come an opportunity where they think, oh, yeah, this is perfect for Kenya. This is perfect for Davia and the reality is one of the things that some people have shared with me, kind of goes back to what you saying people want to do everything because let's also be honest, I'm gonna keep it a buck. Some of these consulting gigs, looks looked really nice. That budget, that's fine. Oh, that's, that's lovely. However, honey, I don't do eating disorders. That is beyond my wheelhouse. And it's not even Davia, you can figure it out. That's not my lane at all. I can know that something is important and critical. And know that that's not what lights me on fire personally, and something that I am not specialized in. We are all trained in mental health as clinicians. However, we simply can't have the depth in every area.

Kenya Crawford, LMHC 16:38

And you know what I like to challenge this with other consultants and therapists that I work with, because I think we need to understand why people do this, right. And I think so many of us are trying to be this, I can do everything under the sun, because we don't actually believe in ourselves. Because that scarcity is so large in the way that you're moving through your business, that you don't feel like you can say no to an opportunity. And I challenge people so many times because they're like, oh, yeah, I want to get to six figures but you doing all of this extra labor and work is not going to get you there. Because you're burning yourself out doing a project, you're not emboldened by, a project that you're not passionate about, a project that you don't actually really care about.

Davia Roberts 17:26

And at a disservice. It's a disservice to everyone that is going to be affected by this work. And if you came to this field, to be a resource and a support, I don't think it's ethical that we take on consulting roles when we know it's beyond our depth, like we're causing harm. Yeah, absolutely. And so I agree with you 1,000%, like have discernment, network, but know what your lane is. Because I believe that consulting community can thrive and is beautiful, because I've had people that will say, Oh, I don't do that but Davia does. People that I've never met, there doesn't have to be this mindset of scarcity, like there really isn't room for everybody to thrive in their specialty, even if you're figuring out what that specialty is. So, once you actually took this role with the mayor's office, like what was the process like for you?

Kenya Crawford, LMHC 18:28

Oh, it was exciting and terrifying. At the same time, it was, it was fascinating to see my brain work in a different way to move beyond the individual client and see the

organization as a client, or in this case was a department, see the department as my client, and really help them really redefine their goals because I think that's the thing too, about consulting, like it's not, the client says, "Oh, we want this assessment or we want this workshop or we want this this new policy." Sometimes your work is really saying, "But you told me the problem is XY and Z, and you think you need this, but I don't think you actually need that."

And as a consultant, I'm gonna let you know that a workshop is not going to make your organization anti-racist. Coaching one leader in the organization is not going to make your organization anti racist, right. So your job sometimes it's really helping them to redefine what they actually want. And in that process, if you're noticing that they're not moving closer to your values of your consulting, then you actually need to step away, you actually need to align yourself with the clients that do value equity in the ways that you're trying to establish it in the company or do value liberation in the ways that you're trying to establish it in the company. If this is one of those companies that are not doing that, you got to take a moment and and a step back, right. So I think all in all, the experience was terrifying and exciting. I'd do it all over again and I clearly am still doing it. I learned so much. They were a great first client because they were kind, and, and willing to explore things with me. And I think that was what made it so enjoyable for me because I have some clients now that I'm like, "Oh, if you were my first consulting client, I don't know."

Davia Roberts 20:26

You don't know if you would have stuck around.

Kenya Crawford, LMHC 20:28

Exactly. Maybe not. But it's because I've learned my systems, I've learned my foundation of my consulting style, I've learned so much more. So I'm grateful for those early clients. And I say that, because I also want to remind folks that your first few clients may not be your best clients. Right? And but sometimes those first few clients help you define who you are as a consultant,

Davia Roberts 20:52

How do you even go about the process of creating an ideal client or defining your ideal client?

Kenya Crawford, LMHC 21:03

My ideal client is consistently developing and evolving. I'm learning because I'm developing and evolving. And I think it's important to name that because y'all might hear me on a podcast five years from now, my ideal client might look very different. And that's because I'm going to look very different, right, I'm showing up and deepening myself every day. So who I choose to work with is going to change. But I think what I learned from my early years of consulting is that you have to be really honest about who you are as a consultant, prior to even starting the work. And the reason why I say that is because you're going to experience conflict in your work, that is a part of the work, you're telling

somebody they're wrong, they're gonna be mad, there's going to be conflict. Right? So for me knowing that my ideal client is someone who's willing to be wrong, who's willing to have uncomfortable conversations with me, who's willing to not always get it right and recognize that, yeah, you may have 20, 30 years in this field but baby, you asked me to come in here and do equity work, and you've never done that. So you got to listen to me now, right?

So that for me, those pieces are actually more important than the organization, than the type of company, the size of the company, all of that, because all of that can be shifted and maneuvered with with time and intentionality, right. There was a time where I really loved working with nonprofits and working with other mental health professionals. And I still love that work but it comes with its own little hiccups. In that most of the mental health professionals out there are burned out. You're burned out, you're exhausted, you're drained, y'all don't have any time or energy to come to a racial affinity group, to come to a town hall that I'm facilitating so that energy, and that excitement is not there in the same way that it would be if I worked with another company. Right? So I'm not saying I don't love that work. But I recognize like, okay, I'm confronting people who are burnt out in this, versus when I'm working with, with lawyers, sometimes I'm confronting folks that are like, very focused on the legality of equity. Right? And that comes with its own little energy and its own little frustration, right? So it's important for me to recognize the ideal client is more of the experience I want to create and not so much the company per se, because the experience is what allows me to get closer to the outcome versus the organization and the ways that it's it's labeled or shown up?

Davia Roberts 23:44

No, it seems like you're you don't value the demographics of the organization, in a sense, like, how many people how long? How many branches do you have? How long have you been doing this work? That's not important as much as it is... How open are you to this process? Are you genuinely committed to making the changes that I proposed to you? Because there are going to be people that hire you that don't want to make any changes.

Kenya Crawford, LMHC 24:12

No, no, not at all. And that's why I've started to I've made so many changes to like my intake form and my consultation questions, because I want to get closer and closer to those people. And one of the questions I like to ask folk is, you know, why did you specifically choose me? Because there's a ton of other DEI consultants, a ton of DEI consultants, a lot of folks doing this work, but they're not doing it like me. And I don't I don't say that to be shady or anything of such, but they're just not. And I made that very early on to say that because I'm not going to only care about the data, right? Whereas some DEI consultants will. That's all they all want to know about. I'm not only going to focus on the healing of the community, I'm bringing both of that together. And if you're not willing to actually really sit with how messy and how hard healing in a workspace can be. I'm not for you. And I don't want to work with you. I want to refer you to the people that I do know, do that work. Sometimes your intake form will let you know how serious a

client is about this work. Right? How much they value this work and how much they value you. So the intake form helps me gather that information. If I have some, like direct follow up questions, my assistant will follow up and say, Hey, like you said, you want this workshop in two weeks, that's clearly not going to work for Kenya's calendar, are you willing to negotiate yadda yadda yadda. Say all of that's good. and they want a project for three months from now, it aligns with my schedule, we get on the calendar.

That first call, I'm all about your business. I'm all up in your business, feel free to bring all the stakeholders to the table because I'm asking everybody mama about their experiences with equity, their experiences and desires for establishing equity in the company. Right, I'm asking about what are some of the barriers that will prevent us from prevent us in this work? What are some of the conflicts you think I will navigate in this work? Who are some of the problem people that I might be challenged by in this work? Right? So okay, we get them in, we do that first stakeholder meeting. This is where I'm just like, I'm just touching base with it. I'm just trying to figure out what where am I going next. And then after that, I'll probably have stakeholder meetings with like, most of leadership, most of different demographics, depending on what the goals are, I may do like a town hall with with all the BIPOC community members, I might do a town hall with all of the managers or stuff in those different categories. And I'm just gathering data for the first month or so. And then after I get all that data me my team will establish okay, what is the specific assessment for this client.

And I tell my client, my consulting clients is all the time my work with you will not mirror the work of another client. Everything we do together is going to be specialized and individualized for you. Even if I've worked with five different private practices in New York City, they all have the same size, all the same demographics, you're all still different though, because you all still have very different energetic experiences that are coming together in this space. So the assessments going to be different than the items that I put in the assessment are always going to be different. And it's going to be informed by those earlier conversations. Then I get all this data, I get real, you know, obsessed with SPSS for a couple of weeks, and I sit in my dream space. And I sit there for like hours, I'll like stare on my window and I'll just be in this space.

And then I'll develop your goal and plan strategy. Some of those items include me, but some of those items don't, some of it is you need this workshop with a burnout specialist, Oumou Sylla is amazing one, right? You need this workshop on maternal mental health, right, Carrie Ann is another amazing therapist that does this. That is where I throw out my impact even more. Right? That is where I assure a team of support for this organization. So it is not just Kenya and then I'll leave them with some accountability and sustainability measures. So I'll leave them with another assessment that they can do. I'll train someone in their staff to do this assessment a year from now to make sure are we in alignment with this goal and plan strategy? Are we really doing what we need to do? And then hopefully, we are off boarding in a couple of months. So that's the typical structure.

Davia Roberts 28:44

You are essentially setting them up for success from beginning to end. What's realistic, what can we actually achieve, but also giving space to visualize what's possible. So I love love hearing that. Now there is one part that I do want to talk about. It's a little more taboo. You know, you mentioned contracts earlier and yes, we believe in contracts, and we were going to have a whole legal episode. Okay, so we're not gonna dive too far into that. But when you have that little lovely contract, there's, you know, this thing that's typically attached to them, which is an invoice, how do you... You're like, yes, let's do this conversation. How do you get into the numbers, conversation and payment? How do you set a price?

Kenya Crawford, LMHC 29:35

I love this question, because it's probably the main conversation that I get from folks and I like to challenge them to move from a number and move towards values based pricing. What is the value that you are bringing this client, right and the reason why I do that instead of hourly pricing is because if I come in and I do a two hour workshop, my workshops are fire. I know my workshops are fire and there's no doubt behind that. And again, not trying to toot my own horn but I know that because of the value I see being changed in the communities that I'm working with. I know that because I'll get people who've been in a workshop of mine, two, three years ago and email me and say, you know, I'm still thinking about that question that you asked me. Right.

So it's not about that hour in which you were there, it's about the value that you were providing that company, right. When you were talking about your friend that was working in the tech company, I'm thinking about how so many tech companies were hiring clinicians to do like training curriculum, and paying them like 60 70k. And I was like, What are y'all doing your brain curriculum for this million dollar company, and they paying you 70k? You better get out my face with that. Because what you're telling me is, you're going to take this curriculum, right, you and your marketing team and your branding team gonna make this all pretty amazing, right? You're gonna now charge people to receive this curriculum, whether it be a training module, have you a license, right? And they bought to make bank? And you getting paid 70K? What are we doing? No, so charge for the value. And I recognize that that might be a confusing question at first, if you're not used to it. And I started, when I first started consulting, I was charging \$250 an hour and the reason why I started there is because a colleague of mine was like, oh, start with your therapy rates and just add a little more. And I was like, how much more like, What do you mean?

Davia Roberts 31:39

I feel uncomfortable, like what?!

Kenya Crawford, LMHC 31:43

\$200?!?! Like, and this, again, non licensed, like, I was not any of that. I was like, I don't know if that's gonna work and then it worked. And it continued to work and I continued to

see clients coming back again and again. And I was like, alright, this is actually too overwhelming, I'm up my rates. 2020, everybody and their mama wanted equity work up in my rates. The value, right, the demand has now increased. Therefore, if you want this service, it is now going to be at a higher rate, and people continued to pay my higher rates.

So what that has shown me is that it's not always so much about the number, right, it's also about believing that you're worthy of that number. So I no longer do hourly, I may do hourly, if I'm maybe doing coaching rates, or something like that, which is \$350 an hour for my consulting work. But for the most part, I do a full fee for the service that I'm providing. And that's typically around the 10k range, if we're starting out with just an assessment and maybe workshop. And then after that I'm adding on for any additional value that is present. And you know, when I give out those those contracts, or those packages, the first package may have that rate. But I also have in there, the consulting hourly rate is 350. So if you and Bob want me to come in and do a conversation for an hour, that has nothing to do with the package that we named best believe you're getting an invoice, because we already talked about this, right. Going back to that aligned client, they know, this is what the package is, this is what it's not and that's what it's gonna be charged for. Because that's the thing with consulting. It's similar to therapy in some ways, people always want more. And that's your job is trying to try to give them more, but also to invoice them for the more.

Davia Roberts 33:41

Yes. And like I said, we're going to have somebody talking about legal but always having a contract that has an addendum for that. But I think for I think a lot of therapists get nervous about the money conversation, I think some are better. And 2023. I think some are better. And they're like baby we're past that. Okay, we're past that.

Kenya Crawford, LMHC 33:41

We are and I think sorry, there's one more question I want to add in there that has really helped me with rates. So one thing I started to do in 2021, is I've asked folks if they've hired consultants in the past, and then I'll ask them how much they charged. How much were you willing to pay that consultant? And typically, what I found is that most of those consultants are white men. And then I'll say, you know, I just want to highlight that as a Black queer woman with a Black queer owned business, I'm noticing some discrepancies in this rate. What can we do about that?

Davia Roberts 34:35

But literally putting your money where your mouth is. We can't say, I mean, this isn't going to be the case for everybody but Kenya specifically works with equity, diversity and inclusion. So how can you say you're going to create an equitable environment when you're literally not doing that with the consultants you're hiring?

Kenya Crawford, LMHC 34:52

And this is how I actually I got I was working with a client last year and they hired three consultants to do like three different groups. I was doing the one on for Black folks, somebody else is doing one on queer folk, and another person was doing one for women. And they told me the rates of the other people. And I was like, Well, why is my rate not the same as theirs? I got 5000 extra dollars on that project just by saying that, because they weren't gonna tell me?

Davia Roberts 35:20

Of course they weren't.

Kenya Crawford, LMHC 35:22

Right? But when you start asking those questions, then you start getting those numbers. And you have to be willing to ask those questions.

Davia Roberts 35:31

But that's part of being a consultant having these uncomfortable conversations, because I know somebody is to sweating at the thought of asking that type of question. But it does play a role in this work, like, we're gonna have to talk about money, we're gonna have to set boundaries. And it's like, yeah, you do that if you have your own business, if you have a private practice, some of us if you're doing agency work at a nonprofit, you're like, baby I don't, I don't have those conversations. But you'll be flexing that muscle in this role. And so getting comfortable with flexing and building that muscle is really important. Now, naturally, there are so many things to consider from intake forms to having these, you know, these stakeholder conversations, contracts, all of the things, but what are the resources that you have found most helpful in your consulting journey? And I know you can't cover them all.

Kenya Crawford, LMHC 36:23

Honestly, the first one is therapy. And I know I'm a therapist, of course, I'm saying that right. But the reason why I say that is because so much of your own stuff comes up in your business ownership. So much of that scarcity, so much of that impostor syndrome, so much of that disbelief of self shows up in the way you run your business. So if you're not processing that with a therapist, or a coach, if that's your thing, whoever it may be, you need that space to work through this. You need to find that community of maybe other entrepreneurs, other consultants, other folks that are doing work similar to you, because that will continue to ignite that fire and passion in in your work.

Davia Roberts 37:04

I think therapy for us is so overlooked, especially when we're embarking on entrepreneurial endeavors, like so much mindset work comes up in a way that it doesn't when it comes to providing direct services, like do I think it comes up there, of course, all of that stuff comes out in the wash. And so make sure you're addressing it. So that's really great advice. So thank you so much for sharing all of that, because that was

extremely helpful. And I know you've answered a billion questions in so many people's minds. There is one last thing that I would like you to join me for the Hot Seat. The Hot Seat is our final segment where I ask you 10 rapid fire questions and you reply with the first thing that comes to mind. Ready?

Kenya Crawford, LMHC 37:50

Okay.

Davia Roberts 37:52

Milkshake or boba tea?

Kenya Crawford, LMHC 37:54

Boba tea.

Davia Roberts 37:55

Favorite TV show to rewatch?

Kenya Crawford, LMHC 37:58

Scandal.

Davia Roberts 37:59

Ooh. As a trauma expert, what's your favorite way to decompress?

Kenya Crawford, LMHC 38:04

Sitting on the floor.

Davia Roberts 38:06

What phrase do you say to yourself when you need to pick me up?

Kenya Crawford, LMHC 38:10

I'm a boss a*s bi*ch.

Davia Roberts 38:13

Best compliment you've gotten from a consulting client?

Kenya Crawford, LMHC 38:16

Oooh... you changed the way I walk through the world. That one had me crying, chile.

Davia Roberts 38:23

That's beautiful. What's a major red flag when you're screening potential clients?

Kenya Crawford, LMHC 38:31

Dishonesty.

Davia Roberts 38:33

What's one of the biggest challenges you've overcome as a therapist and consultant?

Kenya Crawford, LMHC 38:38

Believing in myself.

Davia Roberts 38:40

Incense or candles?

Kenya Crawford, LMHC 38:43

Incense.

Davia Roberts 38:44

And the last question. Have you finished your notes this week?

Kenya Crawford, LMHC 38:48

I sure did! Thank you. Okay.

Davia Roberts 38:52

You're on it. You're on it! Of course you are. Well, I just want to say thank you again for joining today. And before I let you go, how can listeners find you online and keep up with your work?

Kenya Crawford, LMHC 39:05

Y'all can find me on Instagram and Twitter @KenyaCrawford_.

Davia Roberts 39:11

Alrighty, well for those of you interested in learning more information about Kenya Crawford or their supervision group, Cultivating Healers, be sure to check out today's episode notes at morethanatherapist.co and have a great week, y'all.