



CALM and Powerhouse Planning: Streamlining Mission Success

Counseling on Access to Lethal Means (CALM) was developed in New Hampshire with a mission “to equip mental health providers to collaboratively and effectively counsel their patients and families on why and how to reduce access to lethal means—especially firearms—when someone is at risk for suicide.” Though initially designed to help providers “who are often not gun owners to have conversations in respectful and culturally appropriate ways that are acceptable to gun-owning families,” CALM has grown to be a “powerful addition to existing strategies to reduce the risk of suicide death in at-risk people while respecting their rights and autonomy.” CALM training is provided across the country through in-person workshops, with online/virtual adaptations also available.



Challenge

The client wished to overhaul their processes to more effectively carry out their mission but needed assistance from a consultant analysis of their processes in order to begin. As well as requiring an analysis of their processes, the client sought some executive assistance/administrative support that would serve as the point of contact for the retainer contract. As the partnership developed, the team identified a need for an app designed for CALM Conversations trainees to use as a reference, especially during crisis situations.

Solution

The Powerhouse total remote team solution is the perfect solution for clients who need assistance with skills that fall outside of their purview or that create a burden of work that makes carrying out day-to-day operations difficult. CALM needed an expert who could look at their current process, analyze them, and provide a set of recommendations they could implement over the course of a few months.

Case Study



Business Name: Counseling on Access to Lethal Means (CALM)

Website: calmamerica.org

Industry or Business Type: Nonprofit;
Mental Health; Suicide Prevention

Powerhouse Services:

- Thought Partner/Marketing Consultant
- Executive Assistant (EA)/Operations (OPS) Manager
- Process Consultant
- Graphic Designer
- Content Creator
- IT Support/App Building Designer
- Quality Assurance (QA) Specialist

Benefits: The client needed assistance in reviewing their current processes with a goal to improve and streamline them. In addition, they sought executive assistance and administrative support. By partnering with the Powerhouse Planning total remote team solution, they were able to achieve all their goals, resulting in a streamlined, updated process that more effectively allows them to carry out their mission.



Powerhouse
PLANNING

Powerhouse Planning's team of skilled freelancers was able to meet the client's stated need readily, ensuring CALM had a way ahead that would improve their process and allow them to focus on their important mission to educate mental health providers and families dealing with patients and loved ones with suicidal ideations. In addition, the client needed executive assistance/administrative support to assist them with clear communications between them and Powerhouse for the duration of the initial contract. As a result of the analysis and implementation Powerhouse provided, an additional need for an app was identified and developed. With the Powerhouse Planning total remote team solution, Powerhouse was able to partner with the client to provide recommendations for streamlining their processes, executive assistance/administrative support, graphic design, and quality assurance support as well as to identify and create additional resources to ensure the client could successfully fulfill their mission.



Results

The Powerhouse/CALM partnership illustrates the success of the Powerhouse total remote team solution. The client needed a team that could provide a very specific service—process consultation—as well as executive assistance/administrative support. The partnership worked so well that a second contract was executed to continue executive assistant/administrative support while adding graphic design and quality assurance specialists. That, in turn, led to a third contract, which provided IT support and app creation.

Over the duration of the contract to date, Powerhouse Planning has

- Developed standard operating procedures for four separate training courses
- Updated training assets on website training portal
- Created 12 marketing flyers for all the trainings CALM offers
- Updated designs of training course slide decks
- Crafted certificate templates for training courses
- Developed a [LinkedIn company page](#)
- Documented and tracked training participants, to include sending out training completion certificates
- Developed an app for CALM Conversations trainees to use as a reference, especially during crisis situations

When a remote team like Powerhouse Planning comes alongside a client, the sky is the limit to what an organization can accomplish.

"Partnering with Powerhouse Planning has been a game changer for CALM. Their team came in, quickly understood our mission, and provided the expertise we needed to streamline our processes, enhance our training materials, and even create an app to support our trainees during crisis situations. They didn't just meet our needs—they anticipated them, offering thoughtful solutions that allowed our team to stay focused on what matters most: equipping mental health providers and families with the tools to save lives. Powerhouse has become a trusted extension of our team, and their work has directly strengthened our ability to carry out our mission."

— John Paul Jameson, Ph.D., Executive Director, Counseling on Access to Lethal Means (CALM)



Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

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