

## DECEMBER EDITION

## Leading With Promises And Possibilities



Kirk Kureska, CEO

This Month We Took A Moment To Sit Down With Kirk Kureska To Pick His Brain On What It's Like To Lead Through Promise, His "Why" Behind Working In This Industry And A Fun Detail To Help Us All Get To Know Our Favorite CEO.

**Q: What Attracted You To The Behavioral Health Field?**

**Kirk:** I am a product of this industry. I started going to treatment when I was in my early teens. When I was seventeen years old, I had a car accident while I was blackout drunk. I ran into a culvert and sent my girlfriend through the windshield. After this accident, I was offered the choice of jail or treatment. And at this time, I had been through treatment several times before and I knew that by choosing treatment I could manipulate the system again. But this time was different. There was someone at this center who could see through my lies. And he told me that if I don't change that I needed to die. Because I was killing people. For 23 straight days I realized that booze and dope were never my problem. I was my problem. It was from there that I knew I needed to change my life. I began working with that treatment center and really found my calling.

**Q: What Is Your Dream For Not Just Promises But For The Behavioral Health Field As A Whole?**

**Kirk:** My dream is the removal of any barrier to entry. That is my dream. No matter where you are in your particular emotional ailment, whether it be addiction or behavioral, that there are no obstacles to get you to treatment.

**Q: What Is Your Favorite Thing About The Holidays?**

**Kirk:** I love Christmas. More than anything, I love Santa Claus and what he represents. I remember when my daughter was in middle school she came home and she was so angry! She said "he's not real!" that's how much I love Christmas and Santa. I wanted to

keep his spirit alive in our home because Santa represents joy, kindness, happiness and warmth. He represents hope. And when this time of year comes around, everyone seems a little happier, their pockets start to get a little deeper and there is this feeling of hope and joy. I just love that feeling.

**Q: What Message Do You Have For Those Who May Be Struggling During This Time Of Year?**

**Kirk:** That there is hope. I know this time of year can be hard but you can make it through. Lean on the people who love you more than you love yourself. To keep that message of hope alive. Also, attend literature-based meetings and don't be afraid to seek out people who can support you.

**Q: What Message Do You Have For All Of The Staff Of Promises Behavioral Health And Our Family Of Facilities?**

**Kirk:** The message I always have for all of the staff is probably first and foremost, thank you. I am humbled by the willingness to make my dream come true. I am humbled by how hard you work and I am blessed to work with people who said "yes" to me and to this organization. This is the most precious present I have in my life. Now my responsibility is to make sure this is the best choice each person has ever made in their life. From the bottom of my heart, thank you. I am truly honored by this gift. The best is still coming. Every day, we are going to get better at this. We are a new organization and our message is one of hope. We as an organization are carrying that message and this industry needed an influx of what we have. And I have great faith that our leadership and our teams will continue to carry that message.

**Q: What Can We As An Organization Look Forward To In 2020?**

**Kirk:** I have no interest in being the same. I only have interest in growing. And that means capacity growth, program growth, reputation growth, visibility growth, legislative growth. We are going to be spearheads in this industry. We're going to be the organization that sets the bar that every competitor we have looks up and tries to get to us and as soon as they get close, we're just going to move the bar. Because everything we do, makes it better for our patients. Everything we do will make it better for our team. My mission is to take care of the staff first. By taking care of my staff, I expect the staff to take care of our patients. I will do whatever I need to do to make that happen.

**Q: If You Could Have Any Super Power – What Would It Be?**

**Kirk:** That's a great question! My favorite super hero is Wolverine. Wolverine doesn't die. He just reinvents himself over and over and over again. And what I love best and why I identify with him is because where he came from to what he is today. He started out as this animalistic, brutal being and changed into this very compassionate, team-oriented guy. I look at my addiction and who I was to who I am trying to become every single day.

Promises Behavioral Health corporate office hosted an Open House event to introduce ourselves to the Nashville/Brentwood community and our industry peers. Delicious Thanksgiving-themed refreshments were served, goodie bags were given and gratitude was felt all around. Promises CEO Kirk Kureska gave opening remarks on the mission of Promises and how we plan to raise the bar for behavioral healthcare with every step we make. Special guests such as former mayor Megan Berry, Brentwood Vice-Mayor Ken Travis, and Brentwood Commissioner Nelson Andrews and Brentwood City Manager, Kirk Bednar were all in attendance to help us celebrate this momentous occasion.

Afterwards, guests were given guided tours of our beautiful, new office space. We thank each and every attendee. We are so proud to be a part of the Brentwood, TN community and look forward to setting the bar for the behavioral health industry in our new location!

Promises Behavioral  
Health Open House

## The Spotlight



This month, as we give gifts and gear up for 2020 we want to spotlight some exciting facility news. The Right Step DFW is building an exciting new adolescent-focused

program that will be rolling out this January. The program will provide much needed support to the youth of the Dallas/Fort Worth area. By building this program, The Right Step DFW is molding teens at a critical time when they can still find their own, authentic path. The program will start as a boy's only program for youth between the ages of 13-17 but they hope to extend this program as the year continues. "These kids are our future leaders," says Executive Director Charles Fry. "By investing in them, we are investing in our future. I want to take care of our youth because these are the people who will, in turn, be taking care of us. We want to be the impact that transforms their lives early on."

The program is expected to begin early to mid-January and will be residential. The expected capacity is 16 clients but may grow as the program continues to develop. We at Promises Behavioral Health are so excited to welcome this youth program all in an effort to expand our reach to heal as many people as possible.

Saying "No" to Your  
News Year's Resolution

Christmas is coming and with it comes the excitement of a fresh year. Many of us are already making big plans on how we are going to finally quit smoking, join our neighborhood gym and commit to a new diet plan, (I'm looking at you Whole30). Here's the rub: Studies have shown that less than 25% of people stick with their resolutions after 30 days and only 8% actually accomplish them! So what's the point in trying? Well, don't lose hope quite yet! There are alternative ways to accomplish a reachable resolution for 2020 and it can be as simple as choosing one word.

Just one word can fulfill so many needs for the New Year and really start your new decade off on the right foot. **This one word will be your theme and your guide as you work on being a better you.**



Here are a few ways you can make sure you stick to your word:

- Make your word fun and simple but also impactful and empowering
- Create a vision board on what this word means to you and how you plan on embodying it
- Tell a trusted friend in order to keep yourself accountable. Share progress throughout the year on how you are sticking to your word
- Write your word in a place that you see every day such as your bathroom mirror or set it as the wallpaper on your phone
- Keep a journal on how you are accomplishing your word this year and how it has helped you in becoming the person you want to be

The New Year should be an exciting time to start fresh! Throw out your old, tired resolutions and find a word that will fit your 2020.

## Article of the Month



This month's article takes a look at youth suicide and gives us insight on how we can help adolescents struggling with mental health disorders.

<https://www.vox.com/the-highlight/2019/10/30/20936636/suicide-mental-health-suicidal-thoughts-teens>

Do you have interesting facility news, employee highlights or exciting events? Please email [Chrissy.petrone@promises.com](mailto:Chrissy.petrone@promises.com) for more information on being a part of the monthly newsletter.



From Our Family to Yours, We Thank You All and Wish You a Very Merry Christmas!