

Julie McAllister and Deana Charter - Licensed Professional Counselors and Co-Founders
EMDR Transformations Counseling

How many years have you been in business?

4 Years

What product or service do you offer?

We are a group counseling practice specializing in EMDR therapy. We offer counseling services to individuals, couples, families, children, and groups. We are uniquely qualified to work with first responders and it is part of our mission to serve them. Our practice is not just about counseling sessions; it's about creating a supportive community. We pride ourselves on offering a unique and holistic experience that extends beyond therapy sessions, including biofeedback services for energetic healing, as well as events, classes, and community gatherings. Our goal is to reduce the stigma of mental health and stand out as leaders of mental health and wellness in our community, fostering connections and providing comprehensive support for individuals seeking personal growth and healing.

What makes your business different, competitive, or unique?

We offer a unique opportunity for businesses to partner with us for the mental health services for their employee wellness initiatives. Prioritizing mental health enhances productivity, engagement, and job satisfaction, fostering a healthier work environment. Partnering with EMDR Transformations Counseling is the first step towards a happier, more productive workplace. Benefits include improved productivity, reduced absenteeism, and supporting employee well-being during work hours. Valuing mental health also boosts retention, job satisfaction, and loyalty, reducing turnover costs. In a competitive job market, businesses prioritizing mental health attract top talent. Promoting mental health cultivates inclusivity, stronger relationships, and open communication, resulting in elevated morale, teamwork, and a healthier workplace culture.

What is the nicest thing a customer has ever said about your business?

From one of our 5 star Google reviews, "What a wonderful therapy office! When you arrive, you will be enveloped in a very upscale experience; the welcoming atmosphere, the amazing decor, and the friendly staff standing by to assist. Just walking into the "family room" central area felt like a warm, caring hug; I was less anxious immediately. It is clear that client comfort & care is the *top focus* at this practice - down to the tissues & chocolates on the tables, coffee & tea on the counter, and cheese in the fridge. The therapists are educated, experienced, and ready to help. If you are on the fence about reaching out to start therapy somewhere, start here! Highly recommended."

How has your business found value in your membership with the Gilbert Chamber?

We have enjoyed the opportunity to network and engage with other community members and leaders in Gilbert. We have enjoyed attending Chamber events. We are extremely grateful for and appreciative for the guidance and mentoring from fellow business owners. Being part of this community has helped us feel supported and connected as we learn new ways to make our business successful and our work even more meaningful.

What Motivates you professionally?

As business owners and therapists, we are motivated by nurturing our community. Witnessing our clients' growth through therapy is among our greatest rewards. A key motivation for us is supporting first responders by providing accessible counseling services tailored to address their high-stress situations and unique mental health needs. We are passionate about fostering a supportive work environment for our therapists and developing their professional skills. Partnering with local businesses to offer counseling and wellness programs to employees contributes to workforce health and community bonds. In summary, we strive for excellence in supporting client growth, empowering therapists, and forming partnerships that positively impact our community.

What do you consider to be your greatest success?

As co-founders, we are proud to say that our greatest collective success is creating our counseling practice and helping people thrive. Starting small, we've grown through perseverance and a commitment to our work. Through our practice, we've witnessed transformative changes in clients' lives, each success story reaffirming the importance of our work. Success isn't just about our client base but the positive impact we make in our community. Our practice is a testament to our team's collaboration. Together, we've created a welcoming environment where individuals feel empowered to seek help and grow, which we love! As we evolve, our greatest success remains the meaningful connections we forge with clients and the positive impacts we make in their lives.

Who do you look up to or admire?

As therapists specializing in Eye Movement Desensitization and Reprocessing (EMDR), we're big fans of Francine Shapiro for her game-changing impact on trauma therapy. Shapiro's pioneering approach has revolutionized mental health care, providing real hope and healing around the world. Inspired by her vision, EMDR is at the core of our practice, influencing every aspect of how we work and connect with clients. It's the heartbeat of our work with our clients!

When you're not working, where in Gilbert do you spend your time?

Julie lives in Queen Creek but really enjoys the local restaurants in Gilbert, as there are so many to choose from. Most recently, Epicenter is a fave with the addition of Buck & Rider, Source, and Peixoto. Julie and her family also enjoy Joe's Farm Grill, the Coffee Shop, and Barnone. For Healthcare, Activated Health & Wellness is the bomb, and for beauty services, nobody does it like Colair Beauty Lounge! As a Gilbert resident, Deana loves shopping at Target or Real Deals. Her nephews play in local sports so she'll attend their games and take them for pizza at Spinato's. Deana LOVES sweet things so you might find her sampling the goods at Twisted Sugar, or Nothing Bundt Cakes!



