SECOND MISSION ADVISORS

PEOPLE | PURPOSE | PERFORMANCE

A Letter From the Founder

Purpose has a way of finding us when we least expect it. Not in a lightning bolt, but in quiet moments. Questions. Curiosity. Research. Learning. Sometimes an idea arrives quietly, asking only to be explored. If we give it enough attention, a thought becomes a concept. A concept becomes a blueprint. A blueprint becomes a foundation.

There was a season in my life when I was searching for direction. It was during that time that a dear friend mentioned organizational consulting—not as a business opportunity, but simply as an idea. For reasons I couldn't explain, I couldn't let it go. What began as a passing conversation soon occupied every corner of my mind. My nights became longer, and sleep was often replaced with curiosity. I found myself reading scholarly articles, studying the pioneers of organizational psychology, bookmarking research, and filling the pages of a bedside journal with questions, observations, and possibilities. I wasn't simply learning about consulting—I was becoming consumed by understanding why organizations struggle with people challenges in the first place.

The passion wasn't sudden. It grew.

One question continually pulled me forward: Why do organizations struggle to solve people problems? The more I researched, the more obvious the connection became. Organizational performance is deeply connected to the health of the workforce. Burnout, leadership, culture, communication, psychological safety, and wellbeing are not isolated issues—they are interconnected forces that shape every organization. I realized I didn't just want to help solve problems. I wanted to understand why they existed, uncover their root causes, and help leaders build environments where people and performance could thrive together.

As a mental health professional, I help individuals recognize challenges, understand their origins, and create sustainable paths toward change. I began to see that the same philosophy could be applied to organizations: assess the symptoms, discover the underlying causes, and develop thoughtful, evidence-based solutions that create meaningful and lasting improvement. As a therapist, I wanted to create change. As a veteran, I wanted to do it with integrity.

Looking back, I realize Second Mission Advisors was my mustard seed. It began with curiosity, grew through research, and became a mission. My second mission. I didn't set out to build a consulting firm—I set out to understand people better. Along the way, I discovered a calling to help organizations see what is often overlooked: lasting organizational success begins by understanding the people behind it.

My commitment to every organization we serve is simple: to listen with intention, lead with integrity, and deliver evidence-based guidance that goes beyond treating symptoms. My hope is that together we uncover their root causes, strengthen your people, and create meaningful, measurable change that lasts.



CHARLIE BURROWS, M.S., LPC

FOUNDER

Second Mission Advisors exists at the intersection of human understanding and organizational performance. Our mission is to help organizations uncover root causes, strengthen their people, and build environments where individuals—and organizations—can thrive.

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