



HONESTY MEETS COMPASSION

Dr. Morgan Francis is Redefining Healing

Founder of Scottsdale Premier Counseling, Dr. Morgan Francis, Psy.D., LPC, has built her career around one guiding principle: healing begins when we stop trying to fix ourselves and start learning to understand ourselves. "I was always drawn to understanding the why behind people's emotions and choices—not to judge them, but to help them find compassion for themselves," she says. "I didn't go into medicine to 'fix' people; I went into psychology to help them heal in relationship to themselves."

Dr. Francis began her professional journey at Psychological Counseling Services in Scottsdale, where she trained for ten years under "some of the most skilled and compassionate clinicians in the field." That decade shaped her relational approach to therapy—one built on curiosity, empathy, and depth. Over time, she was drawn to the emotional roots beneath issues such as body image, relationships, communication, and sexuality. "What connects all these areas," she explains, "is the longing to be seen, to feel safe in our own skin, and to connect authentically with others."

Her practice, Scottsdale Premier Counseling, is designed around that very mission: helping people move "from self-criticism to self-connection, from disconnection to intimacy." Known for her honest yet deeply compassionate approach, Dr. Francis describes her style as "real and

relational." She says, "My clients often tell me that I'm not afraid to say what needs to be said—and they're right. I believe honesty, delivered with compassion, is one of the greatest forms of care."

That authenticity is what sets her apart. "I don't hide behind clinical language or a clipboard. I show up as a real person," she says. "Therapy isn't a performance; it's a relationship. Growth happens when honesty and compassion meet."

As the 12 News Mental Health Expert, a mother of three, and a business owner, Dr. Francis is proud of balancing it all—"not perfectly, but wholeheartedly." She credits her family for keeping her grounded and inspired. "Seeing someone have a breakthrough or reconnect in a relationship reminds me that the hard days are worth it," she reflects. "My husband and kids remind me what really matters."

Outside of her practice, Dr. Francis finds joy in movement and nature. She teaches spin classes, reads avidly, and spends time outdoors with her family and their black lab. Her philosophy on balance is simple yet powerful: "Balance isn't perfection; it's creating a life that nourishes your mind, body, and spirit—while recognizing that we don't have to do it alone."

As she puts it best, quoting her personal motto: "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it."

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