

# Strategy at a glance

## 2018-2023



### Vision

Making the difference when it matters the most

### Mission

To lead the way in providing excellent care, supporting children and adults with life-limiting conditions and those affected by death and dying, helping them to live well and make every day count.

### Strategic enablers

- To communicate effectively.
- To maximise the use of data.
- Utilise our resources well, maximise digital technology and due consideration to sustainability maximising impact.
- To listen, learn and act.

### Strategic themes

- To deliver excellent care and support.
- To educate, innovate and research.
- To be well funded.
- To attract, retain and engage our people, valuing difference.
- To be well governed and well led.

### Values



We deliver better outcomes by **working together.**



We take **care** of each other.



We can be **trusted** and are **respected** for our **professionalism.**



We are **committed** and **innovative.**



We deliver better outcomes by **working together**.

I value the contribution of my colleagues wherever they work or volunteer.

I look for ways to be more inclusive and welcoming of all.

I seek opportunities to work with others.

I readily share my knowledge and expertise.



We take **care** of each other.

I think about how my actions and words impact on those around me.

I listen to and value the contribution of others.

I act with compassion and kindness at all times.

I offer and receive feedback so that we can grow and develop together.



We can be **trusted** and are **respected** for our **professionalism**.

I can be trusted with your information and your care.

I can be relied upon to use your donation or gift wisely.

I have integrity and am accountable for my decisions and actions.

I act in a way that is fair and transparent and clear for all to understand.



We are **committed** and **innovative**.

I respect our resources and use them carefully.

I approach change with an open mind.

I look for ways to increase productivity and improve quality.

I am dedicated to what I do because the work of Keech inspires me.

**Our Values underpin everything we do and we demonstrate them in the way we behave towards each other, our patients, their families and carers, our customers, supporters and our partners.**