

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.