



**A strategy that
delivers impact**

Vision

Making the difference when it matters 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 Aims

- We will transform the environment, systems and conversations about living well, death and dying; pioneering new models of care.
- We will be impactful with our digital, data and communication approaches, driving change.
- We will deliver leading education, innovation and research improving knowledge and skills everywhere, moving towards our aspiration of being a university teaching hospice.
- We will attract, retain and engage the best talent and provide opportunity to develop from the outset, valuing difference.
- We will drive efficiency and effectiveness to ensure long term financial and environmental sustainability; becoming the charity of choice for our communities.
- We will be expertly led, effectively governed, and a values driven learning organisation.



"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."