

## WHY

### WHY DO WE EXIST?

#### Our vision

“ Better health,  
for life ”

#### Our mission

To be a key partner in our local health system and to drive health and health care innovation, delivering outstanding care, education and research with local, national and worldwide impact.

## WHAT

### WHAT DO WE WANT TO DO?

#### Our strategic objectives



To help create a high quality integrated care system for the population of North West London.



To develop a sustainable portfolio of outstanding specialist services.



To build learning, improvement and innovation into everything we do.

## HOW

### HOW DO WE WANT TO DO IT?

#### Our values and behaviours

##### Kind

We are considerate and thoughtful, so you feel respected and included.



- We put people first
- We listen, notice and respond
- We see things from others' point of view

##### In practice:

- ◆ Notice when someone needs help
- ◆ Actively listen and respond to others
- ◆ Make eye contact and smile
- ◆ Make time for meaningful interactions

##### Expert

We draw on our diverse skills, knowledge and experience, so we provide the best possible care.



- We're informed and up to date
- We're reliable
- We're responsible

##### In practice:

- ◆ Keep our practice up to date
- ◆ Be sure of our facts and the limitations of our knowledge
- ◆ Do what we say we will do
- ◆ Use money, time and other resources efficiently

##### Collaborative

We actively seek others' views and ideas, so we achieve more together.



- We work as a team
- We're open and approachable
- We're adaptable

##### In practice:

- ◆ Involve others in the development of ideas and plans from the start
- ◆ Share information and knowledge, openly and honestly
- ◆ Actively build partnerships
- ◆ Respect others' time and contributions

##### Aspirational

We are receptive and responsive to new thinking, so we never stop learning, discovering and improving.



- We strive for excellence
- We embrace innovation
- We champion better care

##### In practice:

- ◆ Always look for ways to improve what we do
- ◆ Recognise and celebrate achievements
- ◆ Enable and support others to learn and develop
- ◆ Make time for reflection and learning
- ◆ Don't be afraid to challenge or be challenged