

Our organisational strategy – why, what and how

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