

# Vision & Values



## Our Vision

A community that holds no boundaries in treasuring lives through the provision of specialist supportive, palliative and end of life care.

## Our Values

### Passionate

We are passionate about delivering an outstanding service to the people in our community.

What does this mean for me?

- Always going the extra mile
- Learning from experience to develop an outstanding service
- Having an enthusiastic attitude
- Embracing change

What it doesn't look like

- Having a 'can't do' attitude
- Being lacklustre or uninterested
- Being unwilling to see a new perspective
- Not working together.

### Accountable

We are a responsible organisation that people can trust.

What does this mean for me?

- Communicating with honesty and respect
- Taking responsibility for my actions
- Striving to make the best use of our resources
- Representing Willow Burn positively

What it doesn't look like

- Misleading people or being dishonest
- Behaving irresponsibly
- Being wasteful with our resources e.g. time, money, equipment etc

### Respect

We are respectful and considerate, ensuring dignity at all times.

What does this mean for me?

- Listen to what others have to say - never speak over or cut off another person.
- Creating a safe and inclusive environment

What it doesn't look like

- Ignoring regulations, policies and procedures.
- Being rude and/or ignorant to your colleagues and clients.
- Undermining colleagues, their work and the values of the charity.

### Caring

Care and compassion is at the heart of everything we do.

What does this mean for me?

- Creating a safe environment where people are treated with respect and dignity
- Showing kindness and empathy
- Providing emotional/practical support

What it doesn't look like

- Thinking only of myself
- Ignoring or being dismissive of other people's opinions, feelings and ideas
- Being disrespectful or intolerant of others.
- Making assumptions and being complacent.

### Empowering

We support and enable people to take control and achieve their goals.

What does this mean for me?

- Investing in our team by providing ongoing training, development and supervision
- Encourage others to express their ideas
- Celebrating success, and valuing everyone's contribution

What it doesn't look like

- Being unwilling to participate, share knowledge and promote best practice

### Loyalty

We are committed to improving the lives of people in Derwentside.

What does this mean for me?

- Responding to the needs of individuals and our communities.
- Being an advocate for Willow Burn Hospice.

What it doesn't look like

- Criticising each other
- Disagreeing with decisions in public
- Sharing unrest in public