



Strategic Plan 2018 - 2021

Background: Strategic planning is an ongoing activity that has become ingrained into the operational and developmental fabric of Vista Centre Brain Injury Services (VCBIS). VCBIS considers the Strategic Plan as a 'Living Document', one which has to be adjusted, as needed, in order to remain responsive to changes and challenges that have a real or potential impact on VCBIS' current practices and future directions.

In 2017/18, the VCBIS' board decided that the time was right to undertake a current and comprehensive review of its operating environment in order to develop a renewed Strategic Plan for the next three (3) years.

The Planning Process: In February 2017, the VCBIS Board of Directors, with the guidance of an experienced facilitator, initiated its strategic planning journey with a one day retreat involving VCBIS' board and management. The facilitator followed this up with stakeholder meetings involving VCBIS' clients and families and members of VCBIS' staff. From these meetings, the outline of the draft strategic plan evolved.

In April 2018, a facilitated half day retreat was held to review and redraft VCBIS' Vision Statement, Mission Statement and Values and to generate draft Strategic Goals for the period 2018-21. In May 2018, the Board finalized the wording for the Vision, Mission and Values. The draft Goals, Objectives, Actions and Measures of Success were finalized by the Board in June 2018. In September 2018, the VCBIS Board of Directors approved the final draft of the Strategic Plan 2018-2021.



Providing support to individuals living with the effects of Brain Injury

Mission: We work collaboratively with persons whose lives have been affected by Acquired Brain Injury through Community-based support, service, and education toward maximizing their life potential.

Vision: To provide the highest quality services in the field of Acquired Brain Injury.

Values: Values are operating philosophies or principles that guide an organization's internal conduct as well as its relationship with the external world. Values provide guidance for people on what is good or desirable and what is not. This means that values are more stable and are expected to have a more sustainable impact than 'just a priority'.

People First: VCBIS values a mutually beneficial partnership with participants and family members in the planning, development and assessment of supports and services to ensure that they are the most appropriate for their needs. This involves putting clients and family members at the centre of all decisions and insuring that they are fully informed.

Dignity: VCBIS values dignity in care, which means the kind of care that supports and promotes and does not undermine a person's self-esteem.

Respect: VCBIS values, acknowledges and respects differences in each other, and provides a safe, supportive environment in which all individuals are valued and encouraged to engage in open communication.

Integrity: VCBIS values personal integrity within ourselves, our colleagues and in providing services. We strive to recognize the uniqueness, individuality and personal culture of those around us. We demonstrate personal responsibility and accountability through our actions and communications.

Health & Safety: VCBIS is uncompromising in its commitment to health and safety as a value towards our employees, participants, significant others and community. VCBIS provides an environmental setting in which everyone feels responsible for health and safety.

Our Strategy, Our Future

Increase Awareness - To build a strong profile in the community.

Establish a Charitable Foundation – To have funds available for projects or purpose to expand

Implement Person Family Centered Care – To bring the perspective of clients and families directly into the planning, delivery and evaluation of VCBIS services.

Improve Service Delivery – To meet the increasing demand of our services.



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