

Strategic Plan 2024 - 2027

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 2023, 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 four (4) years.

The Planning Process: In the fall of 2023, 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.

During the Strategic Plan process VCBIS' Vision Statement, Mission Statement and Values were reviewed as well draft Strategic Goals were generated for the period of 2024-27. In the Spring of 2023, the 2024-27 Strategic Plan including the draft Goals, Objectives, Actions and Measures of Success were finalized and approved by the board of governors.

To see full Strategic Plan report [Click Here](#)



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

Talent Management – Includes all the ways that VCBIS evaluates it's employees, bring them on board, keep them happy and productive, and help them continue to develop their skills overtime.

Program Evaluation Process – To assess how our programs are being implemented, including factors such as participation rates, the quality of delivery and the degree to which the programs are being implemented as intended.

Increase VCBIS Funding – To have funds available to expand the delivery of services to the ABI population who otherwise can't afford them, by seeking different streams of income.

Increase Service Delivery – To meet the increasing demand of our services to an increasingly diverse population.