

## Quality Improvement Team Accreditation Bronze Level Guidance

### 1. Providing evidence of a vision for improvement

#### What is a Vision?

A vision is a vivid mental image of what you want your team to be at some point in the future, based on your goals and aspirations. Having a vision will give your business a clear focus, and can stop you heading in the wrong direction. The best way to formalise and communicate the vision you have for your business is to write a vision statement.

A vision statement captures, in writing, the essence of where you want to take your business, and can inspire you and your staff to reach your goals.

#### What Do You Include?

Your vision statement might be inspired by certain aspects of your team, such as:

- service quality standards (e.g. to make patients a priority)
- reputation (e.g. among patients, staff, competitors)
- passion (e.g. that you and your colleagues enjoy what you do)
- growth (e.g. you offer new services, innovate and increase activity)
- sustainability (e.g. that you are financially and environmentally sustainable)



#### Developing a Vision

**A good first step in developing a vision statement is to invite your key staff to a team vision workshop.** By brainstorming and sharing ideas, you can answer fundamental questions about the direction of your team.

After you've held your vision workshop and come up with some ideas, it's time to write your official vision statement. Make sure your vision statement:

- Links to and supports delivery of the Trust's Visions and Values
- Is clear and written in plain English (i.e. no jargon or 'business speak')
- Is passionate, powerful and memorable

- Is short and says a lot in a few words
- Is realistic (i.e. in terms of your resources, capabilities and growth potential)
- Describes the best outcome (ideal state) for your team, department or service
- Doesn't use numeric measures of success
- Helps build a picture in people's minds

### Using Your Vision

A vision statement isn't something you write and then forget. As your team grows, you should constantly revisit your vision statement to measure your progress and success. It can also help you make key decisions, because it represents the heart and soul of your team. Remember that the Trust's Vision is "Excellence Every Time" and consider how yours fits alongside this.

It's a good idea to make your vision statement visible in the workplace to inspire your staff and remind them of their purpose, for example, by:

- Posting it in staff common areas
- Including it in any code of conduct documents
- Using it as a tool in staff performance reviews



It's equally important to promote your vision statement publicly by displaying throughout your department / service areas and in patient information. It should be as visible and meaningful to those in receipt of services as it is to those delivering them.

Some example Vision Statements can be found here:

<https://topnonprofits.com/examples/vision-statements/>