

# Our Strategic Plan 2019-2023

## Our vision

All critically ill people receive timely, appropriate and optimal care and achieve best outcomes.

## Our mission

To help improve the quality of critical care through audit, research and education conducted with, and in the interests of, patients and those who care for them. To continue to be an independent, nationally and internationally respected, scientific, not-for-profit organisation.

## Our values

### Rigorous

Applying rigour in all we do

### Collaborative

Listening and working together to reach common goals

### Innovative

Seeking, developing and supporting new ideas

### Forward-thinking

Considering future developments in shaping our plans

Grow  
Expand reach and impact

Optimise  
Build on expertise

Stabilise  
Establish firm foundations

Work across all regions and nations of the UK and internationally

Diversify to embrace new methods and areas

Inspire, and be inspired by, the critical care community

## Our Strategic Priorities

Grow  
Expand reach and impact

Optimise  
Build on expertise

Stabilise  
Establish firm foundations

### Governance

Good governance ensures compliance with legal and regulatory requirements.

### Communication

Good communication with key audiences increases knowledge and potential for impact of activities.

### Technology

Technology and data architecture keeping pace with an evolving digital world enhance efficiency and responsiveness.

### People and culture

High-performance cultures and stimulating and rewarding environments attract and retain the best people.

## Our Strategic Enablers

### Financial sustainability

Good business and financial planning underpin success.

Working together to improve care and outcomes