

# KING'S STRATEGY 2021-26 | HOW WE BUILT OUR STRATEGY

## THEMES: WHAT WE HEARD FROM YOU

BASED ON WORKSHOPS, SURVEYS + DISCUSSIONS WE'VE HAD WITH 4,500 STAFF, PATIENTS, PUBLIC + PARTNERS

KING'S HAS A VERY CLEAR IDENTITY that is BUILT on a LONG HISTORY of EXCELLENT CLINICAL CARE, SAFETY, + PATIENT-FOCUSED SERVICES.

WE HAVE an INTERNATIONAL, WORLD-RENOUNDED REPUTATION as a LEADING HEALTHCARE ORGANISATION, BOTH for DELIVERING HEALTHCARE + for OUR ACADEMIC RESEARCH.

WE are INNOVATIVE, ADOPTING NEW TECHNOLOGIES + DEVICES, + CREATING NEW TECHNIQUES. WE are a STRONG TEACHING + LEARNING ORGANISATION.

TEAM KING'S is a COMMUNITY WITHIN ITSELF. WE are DIVERSE + MULTICULTURAL + WE SERVE a VERY DIVERSE + MULTICULTURAL LOCAL POPULATION; as WELL as PATIENTS ACROSS the COUNTRY + INTERNATIONALLY.

WE HAVE BOLD HEARTS + CURIOUS MINDS. WE are a FAMILY, BUILT on FRIENDLINESS, KINDNESS, COMPASSION.

WE WANT to COLLABORATE MORE with PARTNERS. OTHER HOSPITALS, UNIVERSITIES, KING'S HEALTH PARTNERS - in ORDER to DELIVER the BEST CARE.

IN RECENT YEARS, WE'VE HAD CHALLENGES with FINANCIAL DIFFICULTIES + AGEING ESTATES

# "WE WANT TO BE... BOLD"

WE HAVE a RESPONSIBILITY to our COMMUNITIES to DO MORE for THEM: PROMOTING LOCAL ECONOMY, EMPLOYMENT + COMMUNITY ENGAGEMENT.

WE WANT to SHOUT MORE ABOUT OUR ACHIEVEMENTS + the GOOD THINGS we've DONE...

## OUR "Vision" at KING'S is to BE...

THE LETTERS of BOLD SET the FRAMEWORK for OUR STRATEGY...

KING'S 2021-26 STRATEGY  
"STRONG ROOTS, GLOBAL REACH"

**B** RILLIANT PEOPLE  
**O** USTANDING CARE  
**L** EADERS in RESEARCH, INNOVATION + EDUCATION  
**D** IVERSITY, EQUALITY + INCLUSION at the HEART of EVERYTHING WE DO

PERSON-CENTRED *Ambitions*  
**L** EADERS in RESEARCH, INNOVATION + EDUCATION

**B** RILLIANT PEOPLE  
 WE ATTRACT, RETAIN + DEVELOP PASSIONATE + TALENTED PEOPLE, CREATING an ENVIRONMENT WHERE they CAN THRIVE

WE CONTINUE to DEVELOP + DELIVER WORLD-CLASS RESEARCH, INNOVATION + EDUCATION - PROVIDING the BEST TEACHING, + BRINGING NEW TREATMENTS + TECHNOLOGIES to PATIENTS

TEAM KING'S

**O** USTANDING CARE  
 WE DELIVER EXCELLENT HEALTH OUTCOMES for OUR PATIENTS, + THEY ALWAYS FEEL SAFE, CARED for + LISTENED TO.

**D** IVERSITY, EQUALITY + INCLUSION at the HEART of EVERYTHING WE DO  
 WE PROUDLY CHAMPION DIVERSITY + INCLUSION at KING'S, + ACT DECISIVELY to DELIVER MORE EQUITABLE EXPERIENCES + OUTCOMES for OUR PATIENTS + PEOPLE.

*Values*  
 AT KING'S, WE ARE A KIND, RESPECTFUL TEAM...

**KIND**  
 WE SHOW COMPASSION + UNDERSTANDING + BRING a POSITIVE ATTITUDE to OUR WORK

**RESPECTFUL**  
 WE PROMOTE EQUALITY, are INCLUSIVE + HONEST, SPEAKING UP WHEN NEEDED

**TEAM**  
 WE SUPPORT EACH OTHER, COMMUNICATE OPENLY, + PUT OUR PATIENTS at the CENTRE

SUSTAINABILITY