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# Aligning improvement with strategic goals



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## What is it?

**“The process of creating a vision is as important as the outcome”.** A vision can be a guiding light. People do not need to be told the detail of what they need to do, but may need support in ensuring their actions align to the vision they helped to develop.

### Focusing improvement activity around strategic goals

Improvement won't happen without the energy and enthusiasm of frontline staff. We know that. Yet we know if the maximum benefit is to be secured at the system level, these energies need to be aligned to the organisation's and where appropriate, the wider community's vision and strategic aims.

Individual teams are not always best placed to set their work in this wider context. So improvement leaders have a responsibility to support improvement activity as well as the operational priorities and the strategic goals of the system.

**Figure 1. Aligning your improvement work with organisational strategic aims and goals**

<b>Strategic aims</b>	Develop transformational aims that connect with the values that brought people into health and social care in the first place.	What are the strategic aims of your organisation?	
<b>Measurable goals</b>	Develop system level, measurable goals that track progress against these aims.	What are you currently measuring?	
<b>National targets</b>	Show how externally set targets sit within the context of the strategic aims to build ownership to delivery.	What national targets are impacting on your project?	
<b>Improvement work</b>	Assess current improvement work against the system level goals to ensure that effort is focused in areas of greatest priority.	How have you done this?	

Adapted from Jim Reinerstein and the work of *Pursuing Perfection*

## **When to use it?**

As alignment with your organisation's strategic aims and priorities will be essential to the success of your project you should take the opportunity to use this tool at the outset or "start out" of your project.

## **How to use it?**

You may find that working together and using the matrix overleaf is in itself beneficial. Within this framework, individual departments, services or organisations can pursue their own priorities whilst seeking whole system solutions and collaboration to problems and issues to support the delivery of seamless care.