

# Care for the best of your life

## VISION STATEMENT

Our VISION is to achieve, through a *care for the best of your life* philosophy, the reputation as **the strongest care home group in Devon & Cornwall at care support for frail older-persons.** *'The strongest'* will be a measurable VISION: through local professional consultation; and by **reputation & recommendation** growing the number of service users choosing our services by at least double within 5 years.

We believe our VISION STATEMENT's success will mainly come from relentlessly abiding to these

# 7 Rules

- 1 Improve Lives**  
"Always Seeking & Seeking All Ways"
- 2 Treat Others as they would like to be treated**  
"Respect Other's Life Experiences and Human Rights"
- 3 Act Fairly towards All**  
"Nobody deserves Unfair"
- 4 Proudly Engage in Your Team's Efforts**  
"Lean towards Team"
- 5 Search Out Knowledge & Listen**  
"Knowledge speaks, Wisdom listens"
- 6 Quickly Rectify Errors**  
"Let Openness and Honesty Prevail"
- 7 Have Respect for the Environment**  
"Reaping the Benefits with Everyone"

A thought... **Passion is a powerfully useful virtue when directed at own worthy endeavours**

