



# BRENTWOOD 2025: 'JUST IMAGINE'

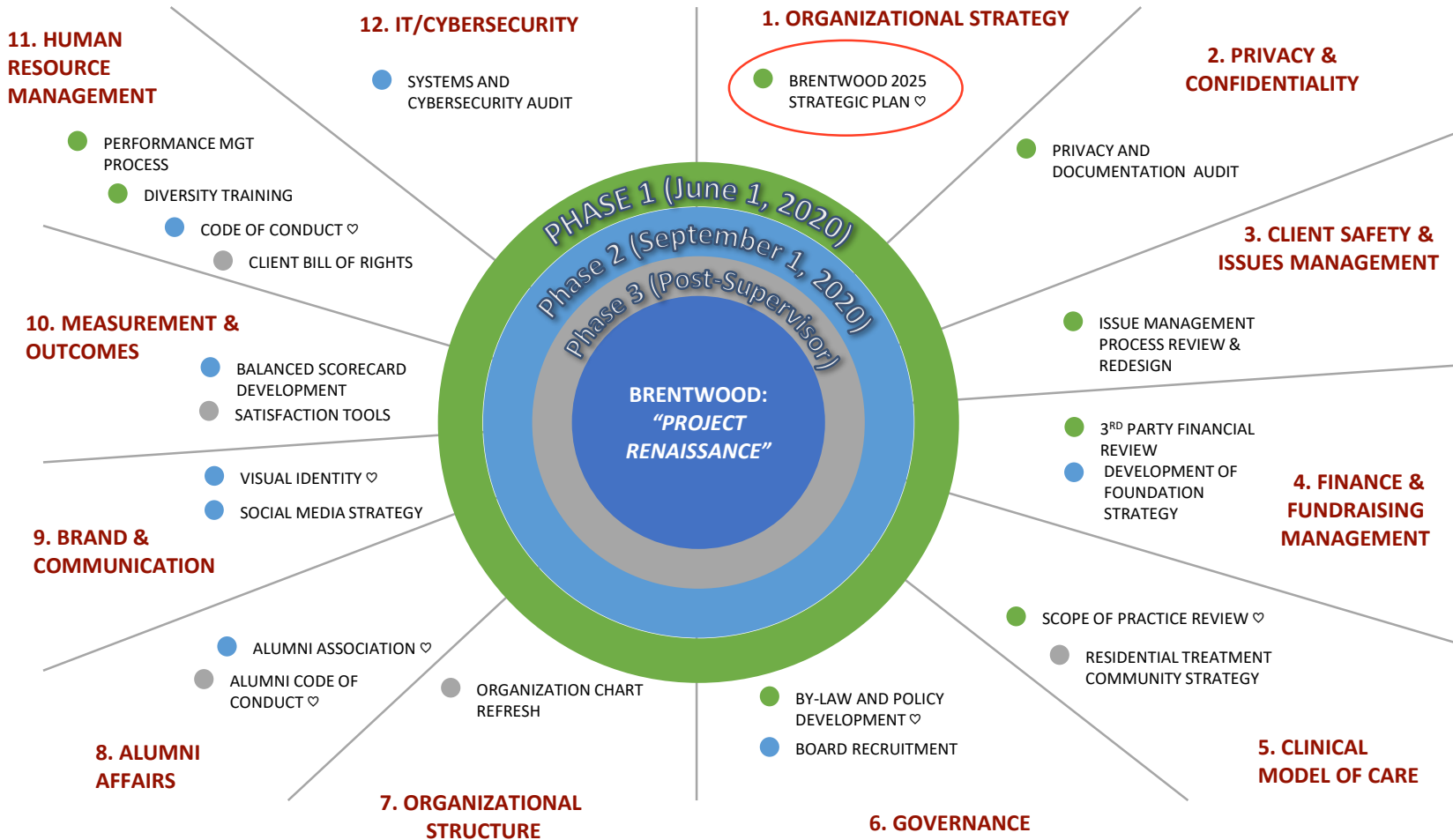
**SEPTEMBER 30, 2020**

# OVERVIEW OF WORK STREAMS

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M. Walton

# PROJECT RENAISSANCE: WORK STREAMS



# BRENTWOOD 2020-2025: FINAL

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M. Walton

# Strategy 101: What Do We Want to Accomplish?



# **BRENTWOOD RECOVERY HOME STRATEGIC PLAN**

## **OUR MISSION**

*As an integral part of the addictions and mental health continuum, Brentwood provides lifelong, compassionate and evidence-informed treatment to people whose primary goal is lifelong recovery from alcohol and drug misuse. Additionally, we provide on-going, community-based support for family members.*

## **OUR VISION**

*Transforming lives and communities through compassion, hope, recovery and service.*

## **OUR VALUES**

*Fellowship Accountability Teamwork  
Honesty Excellence Respect*

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# BRENTWOOD 2025

## VALUES

**Fellowship** – We believe that “people need people” and we are committed to fostering an environment of peer-based support for our clients and their families.

**Accountability** - We will maintain social, professional, ethical and spiritual commitments to ourselves and the communities we serve.

**Teamwork** - are committed to fostering collaborations that help to improve our clients’ care and experiences. We will encourage collaboration whether it’s between individuals, teams or with other addictions and mental health partners.

**Honesty** – we are committed to acting in an open, straightforward and transparent manner whether that be as individuals or as an organization.

**Excellence** – we will foster an environment where staff, residents and alumni have the opportunity to continually enhance their self-confidence, self-worth and personal growth. We will also continuously seek to achieve excellence in the services we deliver to our residents and our community.

**Respect** - We know that an environment of mutual respect creates a supportive environment for the best possible treatment and individual healing and recovery. We will ensure Brentwood is an inclusive place where all parties, including residents, their families, staff and alumni are due courteous and respectful attention.



# OUR STRATEGIC PRIORITIES

ELEVATE



COLLABORATE



EMPOWER



# OUR STRATEGIC PRIORITIES

## ELEVATE



Brentwood will commit itself to fostering an environment of continuous learning and improvement in everything we do. As part of a larger continuum of addictions and mental health services, we will look for opportunities to strengthen our model of care and corporate practices through evidence-informed leading practices.

When we are successful in our commitment to elevation, by 2025 Brentwood will look different in the following ways:

- Demonstrated commitment to safety, quality, the client experience and positive outcomes in client care.
- Demonstrated ability to efficiently and effectively identify, adopt, adapt, develop and implement leading practices that have a meaningful, positive impact on clients' recovery as well as our corporate performance.
- Staff, Volunteers and Alumni will act and serve in a manner that is consistent with the highest standards of a professional health agency.

# OUR STRATEGIC PRIORITIES

## COLLABORATE



Brentwood will pursue purposeful collaborations amongst our people, teams and other organizations that improve our clients' experience and enable their recovery.

When we are successful in our commitment to collaboration, by 2025 Brentwood will look different in the following ways:

- Demonstrated, positive involvement of Brentwood alumni in key areas of organizational growth including client support, fundraising and community outreach.
- Enable optimal care for people seeking recovery through the coordination and provision of seamless care through meaningful links with our partners who provide care
- Creation and evolution of partnerships with key partners to optimize access to specialized clinical services in addictions and mental health.

# OUR STRATEGIC PRIORITIES

## EMPOWER



Brentwood will enable our staff, volunteers and alumni to address the unique and complex needs of our clients and their addictions and mental health needs through the effective stewardship of the resources entrusted to us.

When we are successful in our commitment to empowerment, by 2025 Brentwood will look different in the following ways:

- An established learning and performance management culture that supports the development of staff, volunteers and alumni in alignment with our strategic priorities and values
- Increased recognition, communication and celebration of individual and collective accomplishments at Brentwood
- We are seen both individually and collectively as effective stewards of our resources

# BRAND UPDATE

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# New Logo

Chosen with the support and consultation of the Alumni and community, Brentwood has a new logo to signify it's revitalization and future growth and prosperity.

The new logo was inspired by the trees on the Brentwood property. We see the tree full of leaves and life, as well as the tree that has shed it's leaves, exposing it's core, getting ready to evolve into something different. Different doesn't mean new, as a tree grows it gets stronger and inevitably changes as it works through each season of life. These two trees can be seen as the same tree in different stages or two trees in unique stages sharing a space and supporting one another.



# BRENTWOOD

People helping people find recovery



# BRENTWOOD 2025: 'JUST IMAGINE'

*THANK YOU!!!*