

our **corporate** strategy
2020/21

Transformation strategy

our
vision

We are ready for the future.

our
purpose

Enabling sustainable transformation across the business and our communities. Ensuring people have the technology they need, proactively communicating internally and externally and empowering our employees to create a fair and inclusive culture.



Transformation strategy

our **key** objectives

being known & trusted

- Developing an evidenced-based approach to influencing stakeholder groups
- Creating wider brand awareness where it supports our corporate objectives
- Enabling our employees to have influence over decision making
- Building a future talent pipeline that's fit for the future and inclusive
- Being recognised as an organisation that is environmentally sustainable and where staff who care about the environment are proud to work
- To further enhance Aster as a great place to work, through development of The Aster Offer.

being digital

- Supporting business service and community transformation through digital and technology enhancements
- Ensuring all colleagues are comfortable working digitally
- Equipping our people with the right tools they need to do their job
- Supporting colleagues as we move forward as a Microsoft First organisation
- Enabling significant service transformation as we look to change the way we work.

being connected

- Connecting everyone with our corporate strategy and social purpose
- Keeping people connected with one another while working or living remotely
- Ensuring colleagues have access to all the systems they need to do their job
- Developing our Welcome and Alumni offerings
- Increasing connectivity and collaboration to help our people work more sustainably, and reduce our collective impacts on the environment.

being prepared

- Understanding what work and our natural environment will look like in the future and how it impacts our business
- Inspiring and enabling innovation across the business
- Preparing our colleagues for change and developing more resilience
- Addressing the needs of a multi-generational and diverse workforce
- Knowing and using talents we have across the business.

being the best you can be

- Creating the right environment where coaching is our default management style
- Ensuring all colleagues have what they need to succeed in their role
- Giving colleagues better insights about themselves and their colleagues to enable better working together
- Giving colleagues the right insight and skills they need to understand how to deliver a great experience for others
- Continue to develop our wellbeing offer
- Using restorative practice as our default approach.