

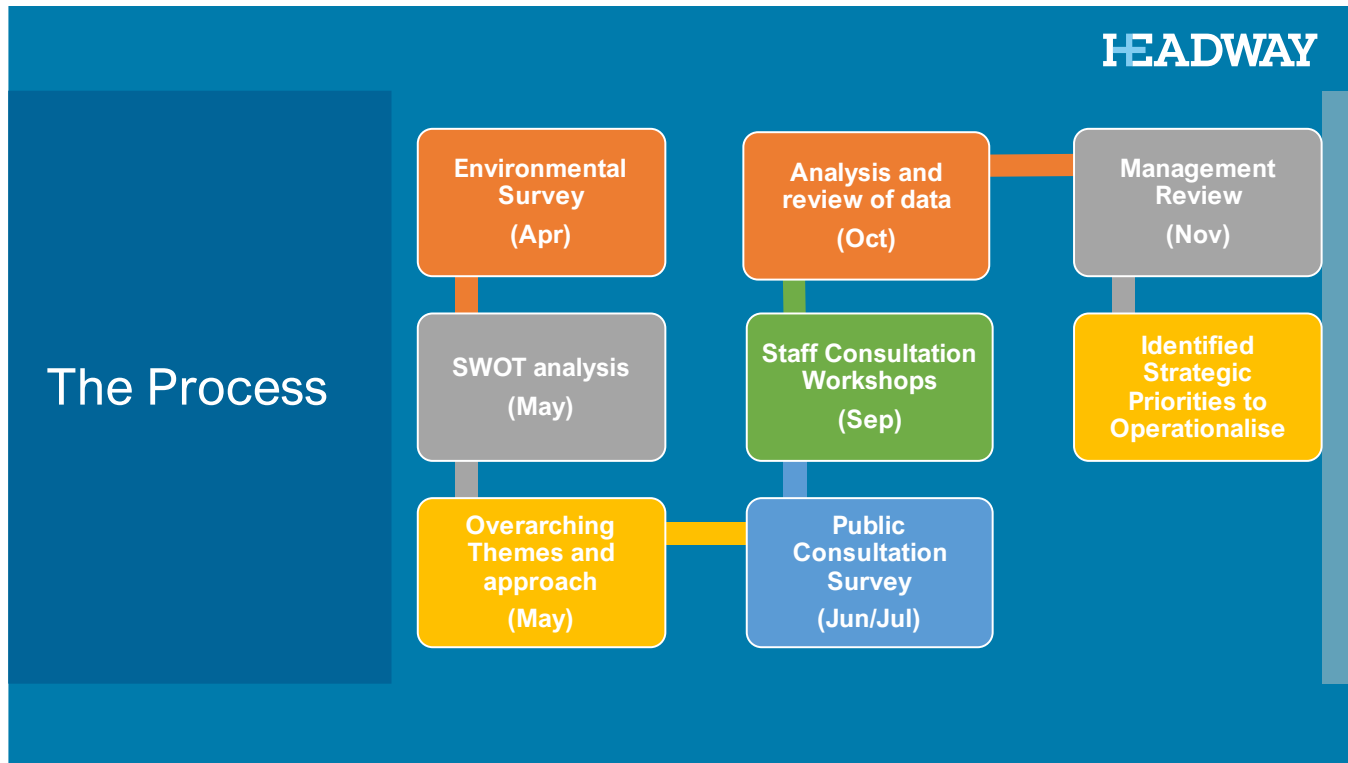
The cover page features a dark blue background with a lighter blue vertical bar on the right side. The word "HEADWAY" is written in a bold, white, sans-serif font, with the letter "H" in a light blue color. Below it, the words "Strategic Plan" are written in a white, sans-serif font, and "2023 to 2025" is written in a smaller, white, sans-serif font.

HEADWAY

Strategic Plan

2023 to 2025

- Welcome to our Strategic Plan, covering the period 2023-2025
- This document explains our strategic priorities and how they came about.



- We started our planning process in 2022 by reviewing our environment and establishing our Strengths, Weaknesses, Opportunities and threats (SWOT).
- From this, we identified some overarching themes which we put out for consultation to all our stakeholders, including staff, professionals and the public.
- We ran a series of internal workshops throughout the organisation, to refine the feedback and from this, the management team proposed four strategic priorities.

HEADWAY

Mission

Our Mission

To bring positive change in the lives of those affected by an acquired brain injury

- Our mission has remained consistent and is the core of our purpose.

“To bring positive change in the lives of those affected by an acquired brain injury”

Vision

Our Vision

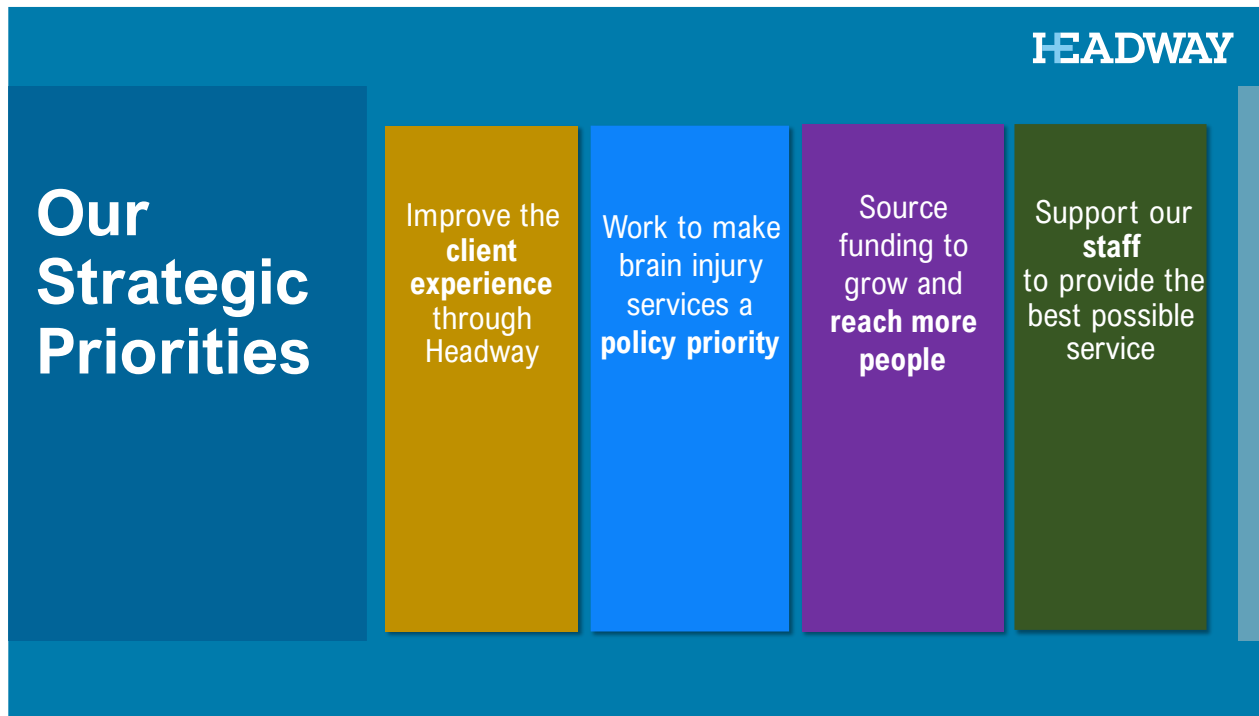
A future where people affected by a brain injury can live full and equal lives in their own communities

- We asked the question, “what would Ireland be like if we succeeded in our mission?”
- Our staff contributed suggestions and this vision statement emerged as the most representative of where we see ourselves heading in the future.

“A future where people affected by a brain injury can live full and equal lives in their own communities”



- We asked the whole organisation, what makes us come to work each day? Some of the answers are shown in the graphic.
 - Connection with our clients and colleagues
 - Empowering our clients to live their best lives
 - Working with Compassion, Respect and a Person-centred approach



- The four strategic priorities we identified for the next three years are:
 - Improving the **client experience** through Headway
 - Working to make brain injury services a **policy priority**
 - Sourcing funding to grow and **reach more people**
 - Supporting our **staff** to provide the best possible service



- Within the four main strategic priorities we have identified priority areas for us to work on as an organisation.
- These areas will form the basis of our operational goals for the period 2023-25

HEADWAY

Next Steps

- Operational Planning
- Teams and Working groups
- Goals mapping to the 4 priorities
- Operational Plan to be a living document

- Following our strategic exercise, Headway has developed an operational plan.
- We are setting up teams and working groups for some projects
- We have identified goals for each strategic priority and assigned people to lead their implementation.
- The operational plan will be amended as the goals progress and will be added to as new goals become identified.