**Design phase**

**Sample cover letter and form for collecting feedback on aspiration statements**

The [name of your Culture Change Coalition] at [your organization’s name] consists of staff from [your organization], family members, and residents. We believe that care and quality of living is improved when everyone involved in care feels heard and understood and when people from every aspect of care are included in the decision making process. We work together and learn from each other to improve the care for individuals who live at, work at, and visit [your organization’s name]. We do this by learning about what is already working well at [your organization’s name] and planning for the future by expanding on these strengths.

After gathering stories from many within [your organization’s name], including residents, family members and staff, about what an ideal care experience would look like, the [name of your Culture Change Coalition] worked together to create Aspiration Statements – a vision of what we want [name of the organisation] to build on and become in the future. Before we work to make changes that would make these aspiration statements a reality at [your organization], it is important that the [name of your Culture Change Coalition] hear from as many people as possible at [your organization’s name] about the aspiration statements and what you believe needs to happen to make these statements come true at [your organization’s name].

Please take the time to read through the following aspiration statements and provide us with your feedback**. Keep in mind that these are visions for the future, not necessarily a reflection of what is happening now.**

Forms can be returned to \_\_\_\_\_\_\_\_\_\_. You **do not** need to write your name, as the information collected is kept anonymous and confidential.

[copy and fill in the next two pages for each aspiration statement]

**Aspiration Statement # [insert number]:** [insert statement]

[Use plain language to explain this statement in terms that make it real to others]

1. From your point of view, how would you know that [name of group or organization] has achieved this Aspiration Statement? What would it look like to you if it were already in place?
2. The next three questions ask what specific suggestions you have to make this Aspiration Statement a reality here.
   1. What needs to **continue** in order to make this Aspiration Statement a reality?
   2. What new things need to be done (or what needs to be started) to make this Aspiration Statement a reality?
   3. What needs to **change** to make this Aspiration Statement a reality?

[On the bottom of the last page]

**If you have any questions about this form please contact [name] [email address] [phone]**

***Thank you for taking the time to provide your feedback, your participation is appreciated.***