

meaningful
care 
matters

 Free to be me

Our Story

Be the Change, Be Different, Be Free to Fly

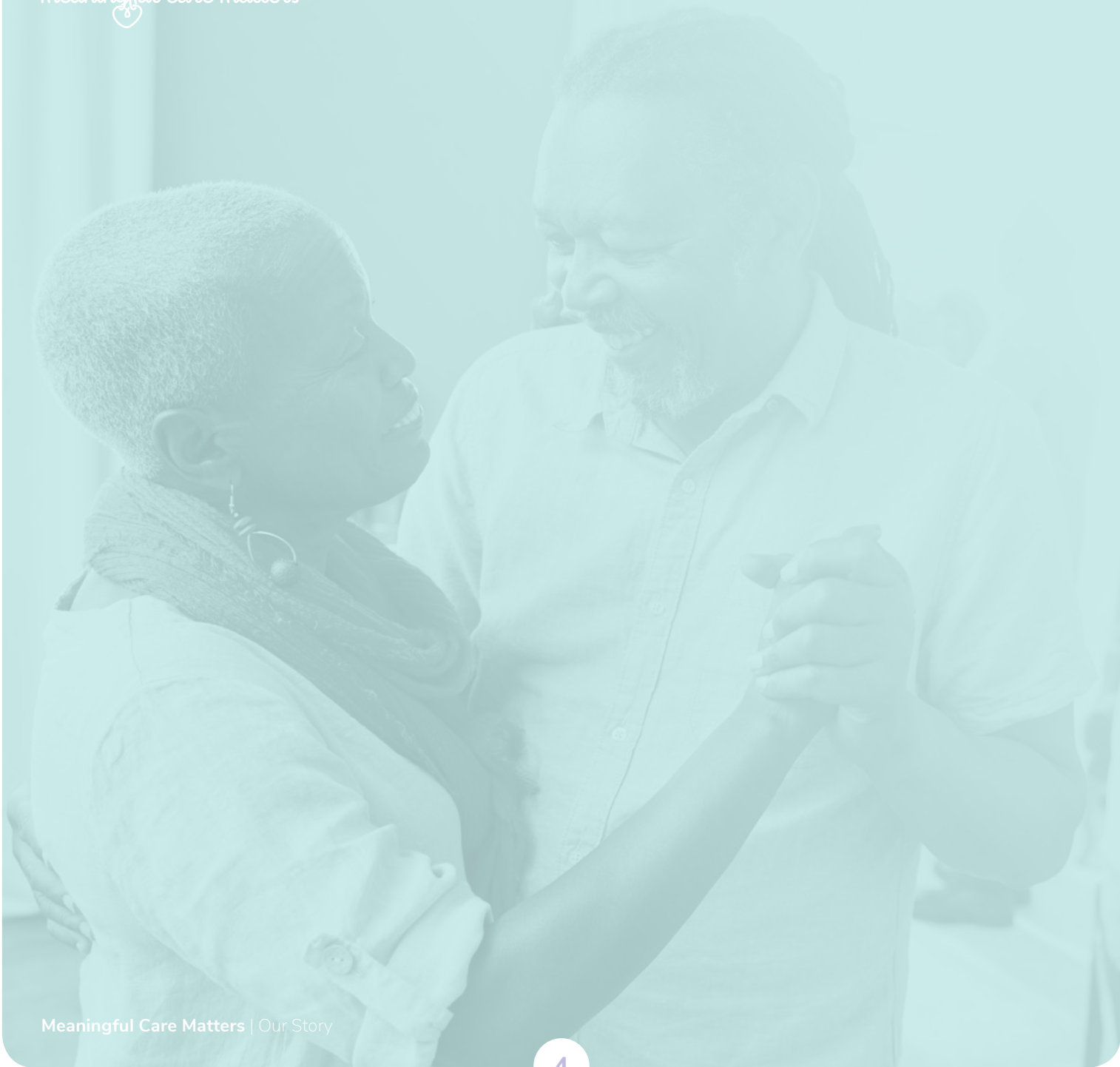
"You're never going to kill storytelling, because it's built in the human plan. We come with it."

Margaret Atwood, author of *The Handmaid's Tale*

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Our Story

Person centred care is not new. It is grounded in theories from many experts with a significant quantity of evidence based research to support its efficacy. We all understand and agree with the person centred care philosophy, yet this is not the reality of lived experience in many health and social care settings. Many frameworks purport to 'DO' person centred care, yet lived experience says otherwise. Perhaps this is the fundamental problem: we simply cannot DO person centred care.

Established in 2019, Meaningful Care Matters' primary goal is to collaboratively create meaningful care cultures where people are 'free to be me'. We know for this to be achieved we need to come back to the heart and soul of being person centred.

Meaningful Care Matters has a variety of service streams which will review person centred care through a different lens. When we accept our own vulnerabilities and look through the lens of the heart, our story and what makes meaning matter for us, we realise that true person centredness begins with US!

We don't DO Business Development, Consultancy and Training (the traditional), We BE the service and CONNECT person to person to BE the change. We are not traditional in our approach: we are emotional, we are challenging, and we are real. What you see is what you get. That doesn't

mean we aren't experienced in what our services offer, we just don't believe in qualifications and capability being our first message.

So why choose us? Because we dare to dream and dare to be different..... Do you?

We believe in the power of 'story' and its connections with each other. We believe this brings meaning. We believe this is the essence of person centred care. We believe that this is applicable to all social and health care settings; it is a way of living and therefore it should be the basis of the way we support wellness in our care models.

Meaning is shaped by our story, the moments in life that matter. Collectively capturing these moments and ensuring they matter provides us with meaning and purpose. The secret to a meaningful life is being free to be 'me' and engage in experiences, moments, occupation that matter. It is about connections based in love, attachment and real engagement.

Every Life Matters. Meaning Matters. Moments Matter. People Matter.

The Power of Story

The power of storytelling has defined culture and provided learnings for hundreds of years. The earliest forms of storytelling were usually oral, combined with gestures and expressions often reflected in art, dance and other ways of conveying the meaning and lesson to be gained from the story being told. This was a significant part of First Nations Peoples around the world.

The art of story served the purpose of instilling the foundational truth and the importance of culture in society at that time. Sadly, it is an art we have lost as part of the technological age we live in today. Story was a means of imparting wisdom, learning and legacy to the next generation with the ultimate aim of supporting their understanding associated with the meaningfulness of life rather than just pure existence.

Meaningful Care Matters believes that every life lived is a story to be told. Our individual stories are influenced by the connections and interactions with others. At our core, we have a need for some level of relationship and connection.

Life is a journey; it is our story of connection with each other, and, ultimately, moments, which matter. It is those moments which we associate feelings with, that will be part of our emotional memory - moments could lead to meaning, purpose and freedom. We believe this is the foundations of what true person centred care is.

meaningful care matters

OUR MISSION

Creating meaningful care cultures where people are **'free to be me'**

OUR VISION

To improve quality of life and lived experience for all people in health and social care services; bringing 'Meaning and Mattering' to the forefront of our interactions by connecting through our story, heart to heart and person to person.

- Together we are stronger
- Together we are better
- Together we are family

Why does Meaning Matter in Care Cultures?

Life is a transition; we move through various stages of life, and wellbeing is shaped by moments along the way. We are never static; we are always moulded by the moment. Our Emotions and Feelings will always remain long after the moments have passed. We are emotional beings.

For our care cultures to be transformed, there needs to be a recognition of emotions, feelings, and being able to support people who may no longer have cognitive capacity to 'make sense' of these. Feelings matter.

We are not seeking to contest the importance of the research behind person centred care, we are seeking to challenge culture by moving our understanding from head to heart. Our feelings create our sense of meaning, purpose and wellness. MOMENTS MATTER.

The MCM Message

Who we are, what we do and the ability to just 'BE' gives us meaning in life. Our sense of identity comes from purpose. Our purpose is the thread that connects moments that tell our story.

How do we achieve this?

- By moving the 'Head' knowledge (theory) to the 'Heart' (feeling).
- By making moments matter.
- By understanding the reality of relationships and connectedness matters.
- By understanding the connection to 'Story'.
- By connecting with 'Mind', 'Body', 'Soul' and 'Spirit' first vs task first approaches.
- By learning the language of emotions as our primary method of communication.
- By unlearning detached practices associated with the medical model.

We can BE the change, but it's costly. It will require us to dare to be different, dare to be real and embrace our own vulnerabilities as we share the moments and connect in true relationship where stories will intertwine.



Purpose

.....
knowing we have a
reason for being and
our story matters

Value

.....
my value is who
I am, not what I do,
nor is it based around
expectations of not
being me



Love

.....
without boundaries
or condition



Free to be me



Transformation

.....
comes from my
journey and collection
of life's moments,
creating the story
of me



Engagement

.....
with others through
relationship and
community



Freedom

.....
acceptance without
compromise or
condition



Our Values

- *Purpose*
Knowing we have a purpose and it matters
- *Value*
Knowing we are needed and wanted for who we are, not what we do
- *Transformation*
Knowing our feelings are important and transform us to be who we are
- *Freedom*
Being accepted for who we are without condition or compromise, regardless of where we are in our life journey
- *Engagement*
Valuing relationships with people in our community which are genuine, real and meaningful
- *Love*
Being loved for who we are, unconditionally

Our Service Streams



The Coach Approach

In order to create new cultures of care, the journey starts with self. Coaching and mentoring are often thought of as the same thing. Whilst they are similar, they are not the same. Our coach approach model is designed to increase capacity, capability through a self-development action learning approach. Meaningful Care Matters adopts a coach model to assist individual team members and leaders support and sustain person centred cultures of care.

There are key advantages to coaching. When used effectively, it facilitates pride and confidence and builds relationships of trust, genuineness and connectedness. The impact on motivation, value and empowering people to be the best they can be cannot be underestimated.

Our approach includes:

- Over 150 various tools to support you and your team.
- Business leadership and development support.
- Career planning and development support.
- Goal action focused.
- Life coaching.

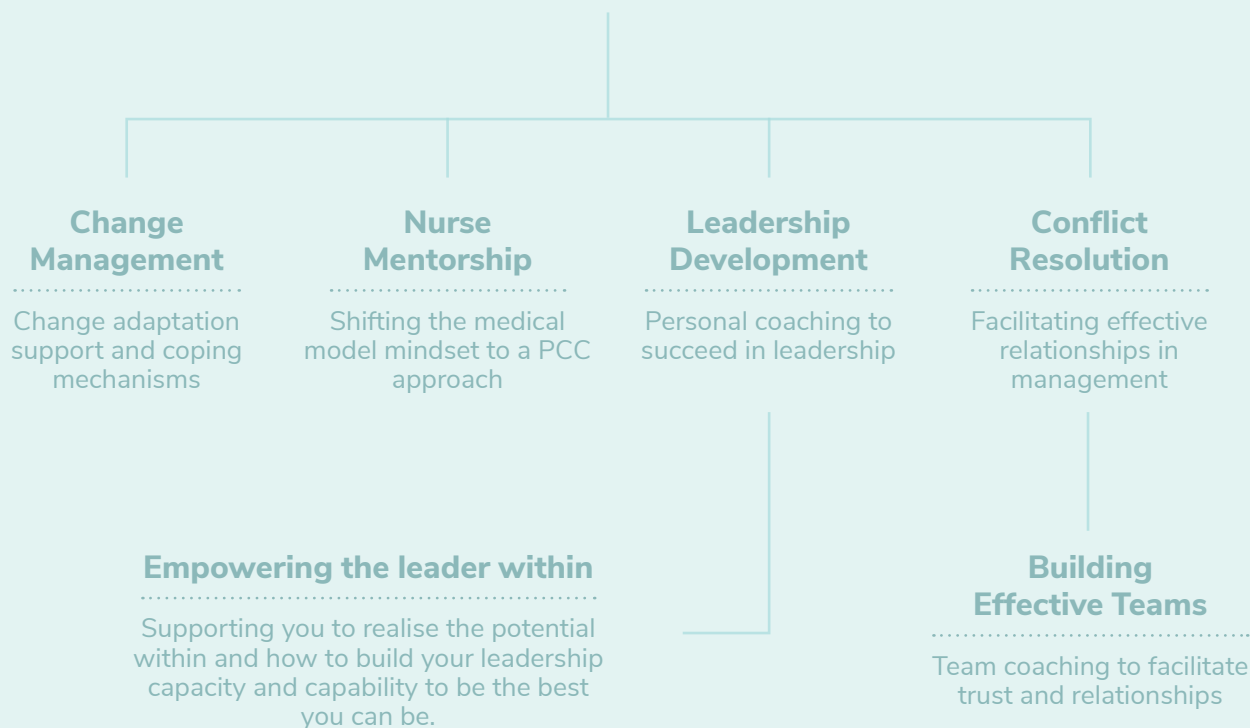
All coaching approaches are tailor-made to specifically meet the needs of your service and are incorporated within our culture change programs.

Our mentoring approach is grounded within a reflective practice framework to enable outcomes which are tangible and real.



the coach approach

Coaching and Mentoring Matters



Meaningful Care Matters has coaches who have been trained in a variety of methodologies so we can ensure the approach is right for you.



The Consultancy Collaborative

Health and Social Care is a complex array of regulations and expectations. With numerous regulatory bodies overseeing aspects of operations, coupled with competing expectations from various community groups, there are increasing competing priorities and conflicting expectations to manage.

For many, this can be overwhelming. Meaningful Care Matters has numerous team members with operational experience from varied management perspectives. Our team have lived and breathed this reality within many health and social settings.

With specialists in compliance, operations and strategy we can support you, your team and your service to embrace an emotions-centric culture with meaning and purpose and support compliance obligations. Believe it or not, they are not dichotomous, and there is a way to BE person centred without compromise to compliance.





The Learning Lenses

Training and Development on its own has minimal impact on creating culture transformation. There needs to be a multifaceted approach to meet multiple styles of adult learning. Not one size fits all. For this reason, we approach training not through a singular view point, rather, we encourage learning and development to be viewed through multiple lenses.

Meaningful Care Matters supports training and development from an action based learning perspective.

We know there is training and then there are learning experiences. Our collective experience tells us we need to approach learning from a different lens in order to ensure we see true action learning which can be transformational.

We want to create a learning experience rather than meet a training need.

What we know DOES NOT create learning experiences:

- One size does not fit all. Every service has its own personality. Learning needs to reflect this.
- Delivering someone else's training over and over can be a dispiriting experience.
- Often too many required outcomes in too little time. You know that they are not going to happen, but we collude in this fiction.

- Training in the care sector sometimes exists in isolation. Where is the follow through?
- The pursuit of ticking boxes to meet regulatory requirements, but little actual learning.
- Where am I in this? Is anyone really interested in what I am delivering?

Daring to be different requires us to:

- Initiate the opportunity to be creative to stay motivated and produce change
- Feel a sense of ownership over what we deliver
- Feel passionate in order to enthuse and inspire others
- Create meaningful learning that matters not just to the people we work with, but ourselves too
- Be assertive in putting across the message that by just providing 'training', it's not going to fix things. Turning learning into action involves the whole team.

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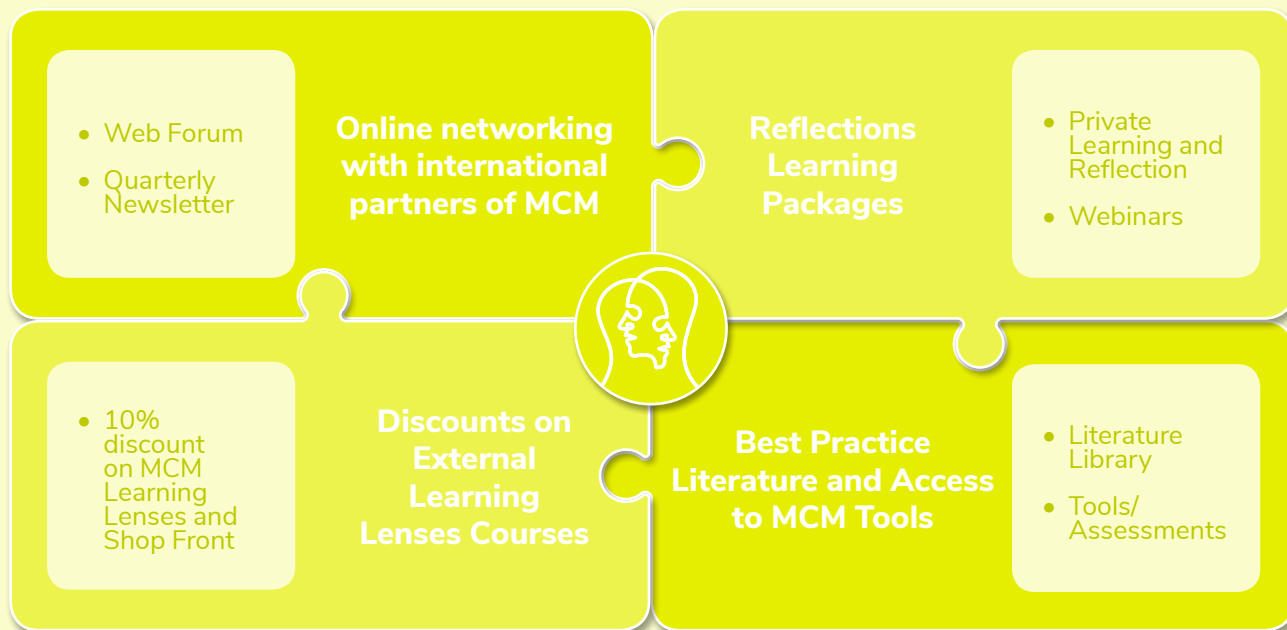




The Meaningful Connections Community

Meaning and connecting with others are intrinsically linked. Our Meaningful Connections Community is an online international community membership scheme which provides support, resources and an ability to connect with each other as we create new care cultures globally.

Membership is available for individuals and is provided with any service who undertakes a transformation project or is an accredited service under our accreditation scheme.





Culture Transformation Models

With over 25 years of lived experience in creating models of care within our team, this is our area of strength. The previous service streams are incorporated within our projects. Meaning and Mattering are important to everyone and we support all areas of the health and social care setting. With a robust project management framework, we work with your organisation over a 12-18 month period to create a care culture which is grounded in person centredness, values, connection, story and meaning, retaining a unique and individualised expression.

No project is the same and our aim is to create a culture collaboratively which is a unique expression of your organisation and supports your Mission, Vision and Values. This approach will redefine the lived experience in your social or care setting whilst catering to the unique characteristics of your organisation.

To date, we have or are currently supporting culture change projects in the following areas:

- Acute Care (Hospital Care)
- Community Care (including home care, transitional care services)
- Older Persons Services / Aged Care
- Adult Day Services
- Learning Disability Services
- Hospice Services
- Mental Health Services (Acute and Community)

Our evidence-based health and social care culture change approach will help you implement the desired outcomes needed by:

- Undertaking a detailed qualitative observation of the lived experience within the health or social care setting (including external social climate survey).
- Comprehensive Action Based Learning Approach which is uniquely tailored to meet your needs and facilitate effective sustainable culture change.
- Provision of change management preparedness and coaching support for key people to facilitate the journey.
- Ongoing consultancy support for the duration of the culture change project.
- Progress measurement using qualitative and quantitative baseline measurements.
- Leadership development and support throughout the consultancy.

"Without courage we cannot practice any other virtue with consistency. We can't be kind, true, merciful, generous, or honest"

Maya Angelou

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