



Deafblind and Sensory  
Support Network of Canada

Réseau canadien de soutien à la  
surdicécité et troubles sensoriels

## Sensity's Purpose Statement

Your Journey. Our Supports. Endless Possibilities.

### Organizational Values

**We Lead.** Our approach to leadership is centered around service, empathy, and a strong sense of purpose. We take the time to understand you, lead with intent, and foster belonging.

**We Grow.** We grow with our community through a commitment to continuous improvement and lifelong learning. We do with, not for.

**We Do.** We do what's right, not what's easy. We listen and observe to provide you with personalized support.

**We Innovate.** We focus on the future through purposeful evolution and change. We adapt early and often while remaining resilient and ambitious.

## Pillars and Strategic Directions 2023-25

1. Invest in our Team	2. Evolve our Services	3. Build on Partnerships
<p>Collectively define and foster an environment of excellence and belonging that allows us to grow as individuals, as a team, and as a community.</p>	<p>Maintain our position as a sector leader through purposeful growth and continually enhance the quality of our person-centered services.</p>	<p>Support and promote increased awareness of deafblindness and sensory supports through collaboration, key partnerships, and enhanced communication.</p>
<ul style="list-style-type: none"> <li>Recruit and retain a skilled and passionate team who live our values and demonstrate a commitment to our purpose.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a plan to secure and maintain affordable and accessible housing.</li> </ul>	<ul style="list-style-type: none"> <li>Expand our service population to include individuals with various sensory needs beyond deafblindness.</li> </ul>
<ul style="list-style-type: none"> <li>Develop an Employee Value Proposition (EVP) that articulates why employees want to work at Sensity.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a regional structure to increase access to services and support in other areas of the province (i.e., regional hubs/centres of excellence)</li> </ul>	<ul style="list-style-type: none"> <li>Investigate potential partnerships and external opportunities within our communities to enhance awareness of deafblindness (i.e., partnership tables)</li> </ul>
<ul style="list-style-type: none"> <li>Develop a meaningful succession plan that supports the long-term health and sustainability of our organization.</li> </ul>	<ul style="list-style-type: none"> <li>Refine services to meet new/evolving needs of the community, including an aging population and offering services in languages other than English.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to nurture relationships with our partners through collaboration and recognition initiatives.</li> </ul>
<ul style="list-style-type: none"> <li>Equip team members to continually grow and develop their understanding of the uniqueness of deafblindness through the expansion of informational and educational resources.</li> </ul>	<ul style="list-style-type: none"> <li>Explore the expansion of family &amp; children services.</li> </ul>	<ul style="list-style-type: none"> <li>Diversify our revenue/funding sources through the exploration of new and existing partnerships.</li> </ul>
<ul style="list-style-type: none"> <li>Enhance internal communication systems and processes to ensure all employees feel connected and informed.</li> </ul>		<ul style="list-style-type: none"> <li>Expand and optimize communication efforts with external stakeholders.</li> </ul>
<ul style="list-style-type: none"> <li>Identify and implement a support framework during Staffing changes to ensure preparation and minimal disruption for the individuals supported.</li> </ul>		