



Little Pink Book

A booklet which introduces our organisational values and the behaviours that embody them, explaining how they shape our culture, support our EDI programme, and ultimately help us to achieve our vision and purpose.

hello!

We are proud to be able to share our values with you in this booklet. Values are really important throughout our organisation, indeed we liken our organisational values to personality traits, which do more than just shape what we do, but also guide how we do it.

We are all responsible for ensuring our values are displayed and for ensuring they are a core part of everything we do. Ignoring our values is not an option for any of us.

They influence our behaviour, our language, the way we interact with each other as employees and also as human beings. We hope this booklet will help bring our values to life, and will support all of us to put these values into action through our behaviour every day.

St Luke's is a special place for Sheffield. At Little Common Lane, Ecclesall Road South, when we are out in the community and throughout our shops, you can feel the passion, caring and energy for what we all do. Our values run through everything we do. They are what make this organisation feel like St Luke's and they reflect our common purpose.

Each of our 250 staff and over 1000 volunteers bring something unique to St Luke's and each person has a powerful part to play in what we try and achieve for people at some of the most challenging times of their lives.

We certainly feel part of a team here at St Luke's and we really hope you do too. Our team goes the extra mile to ensure we deliver the outstanding service that we do. Whether you are delivering care, raising the income we need to support that care, or supporting the infrastructure that makes it all happen, each of you is essential to making great things happen at St Luke's.



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OUR VISION

A world where patients and families facing terminal illness don't feel alone, and receive the care and support they need to make the most of precious time, and experiencing a good death.

OUR PURPOSE

Our purpose is to give patients and their families the high-quality care they need, treating each person as a unique individual. We promise to listen to their wishes and choices, tailoring our care and support so they can make the most of every day. We work with others to champion improvements in end-of-life care, in Sheffield and beyond.

OUR VALUES

The Board and Executive with feedback from colleagues agreed St Luke's organisational values in 2025 ensuring they reflect our culture and what we want to achieve together. We have three simple values which set out how we work together to achieve success at St Luke's. No matter what area of St Luke's we work in and no matter who we work for, we are committed to the following ways of working:

Caring

With patients, relatives, volunteers, supporters, partners and staff.

Pioneering

Looking for new ways to help us move closer to our vision.

Respectful

Being considerate to others, always helping us to stay inclusive and offer dignity to our patients.

VALUES HELP

Guide organisational strategy:

Our values play a guiding role in our organisational strategy. Our values help us to establish our direction, help us to identify areas that require our focus, support us in coming up with creative solutions, and guide us in creating a roadmap for the journey ahead.

Shape our workplace culture:

Our values help create our workplace culture, the environment that we create at work through shared values, behaviours and attitudes. It is the heartbeat that carries through our organisation and pulses through everything we do.

Improve employee engagement:

Our values make up an essential part of employee happiness. Where we can support alignment of personal values with organisational values, employees can find greater happiness in the work that they do, knowing that they are working towards values and principles they agree with, which provides a greater level of job satisfaction, and can boost employee morale and motivation.

Support decision making:

Our values support our decision making. In supporting clarity of behavioural needs this helps employees understand how to act in certain situations and understand what is expected of them, providing reassurance that when faced with difficult decisions, we can look towards the organisation's values for guidance. They will help to guide us in our ethical and good practice and make decision making faster and easier, allowing for more consistent decision and actions across all departments.

Guide differentiation:

Our values help share our workplace culture and personality, they help us to stand-out in the eyes of clients and families, communities and supporters, stakeholders, current and prospective employees and volunteers. Our values also help us to adapt the way we interact with others and support positive perception by others.

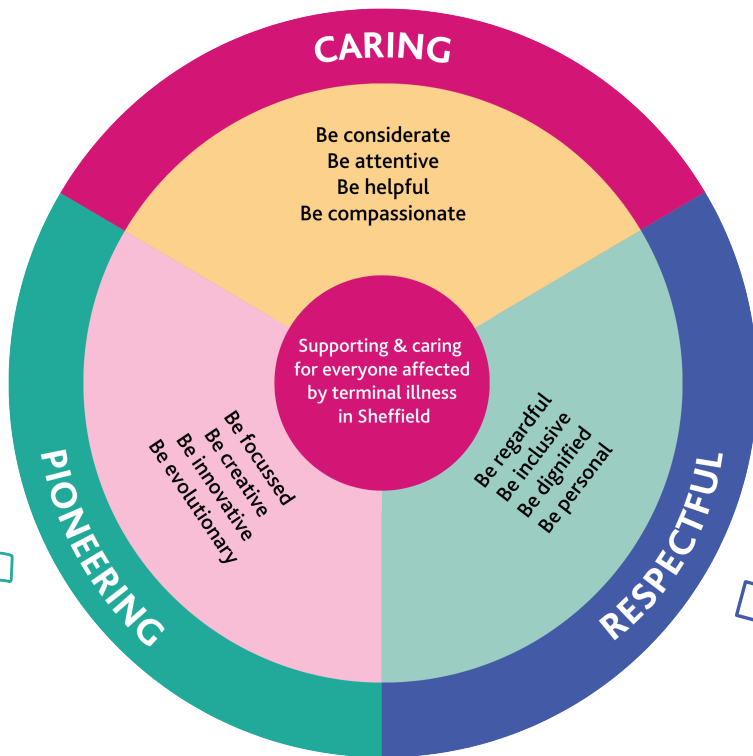
OUR BEHAVIOURS

Attached to each value are ways of behaving that reflect what we will see if we are living our St Luke's values. Certain values may have a range of meanings in different areas of the organisation. It may be obvious how a value such as Pioneering (for example) is seen to be working in a particular team, but maybe not so obvious in another team.

However, there are some common behaviours we expect to see across St Luke's, regardless of the role you perform.

The values and behaviours outline an expected standard for all of us, and will provide additional focus for our ongoing learning and development.

Our values & associated behaviours





Here are some behaviours associated with **Caring**:

CONSIDERATE

As a caring organisation, we are mindful of the needs and feelings of employees, volunteers, service users, and stakeholders. We foster a culture of respect, fairness, and inclusivity, ensuring that every interaction is thoughtful and meaningful.

HELPFUL

At St Luke's, we go beyond basic responsibilities. As a caring organisation, we are always ready to offer support, whether through exceptional service delivery, internal teamwork, or community initiatives. We prioritise solutions that make a positive impact.

ATTENTIVE

Listening actively and responding with genuine interest is key to a caring approach. We pay close attention to feedback, anticipate needs, and take proactive steps to enhance experiences for everyone who comes into contact with St Luke's

COMPASSIONATE

We demonstrate empathy and kindness. St Luke's recognises the challenges people face and seeks to provide understanding and support. We value well-being and act with integrity to create a workplace and culture that truly cares.

PIONEERING



Here are some behaviours associated with Pioneering:

FOCUSSED

At St Luke's, we stay committed to our vision, setting clear goals and working with determination to break new ground. We remain steadfast in pursuing progress, ensuring resources and efforts are aligned to drive meaningful change.

INNOVATIVE

True pioneers continuously push the boundaries of what's possible. St Luke's will always seek out new technologies, methodologies, and approaches to stay ahead of the curve, delivering breakthrough products, services, and experiences.

CREATIVE

We are committed to embracing fresh perspectives. A pioneering St Luke's encourages original thinking and problem-solving. We challenge conventional norms, fostering an environment where bold ideas can flourish and lead to transformative solutions.

EVOLUTIONARY

Our pioneering mindset embraces continuous improvement and adaptability. We thrive on learning, refining, and evolving in response to changing landscapes, ensuring long-term growth and lasting impact.

RESPECTFUL



Here are some behaviours associated with Respectful:

REGARDFUL

Being regardful means actively considering the thoughts, feelings, and contributions of others. We listen attentively, acknowledge diverse perspectives, and engage with empathy to foster a culture of mutual appreciation.

DIGNIFIED

We treat every person with dignity by upholding fairness, integrity, and professionalism in all interactions. Respecting others' time, efforts, and expertise helps build trust and a strong, positive workplace culture.

INCLUSIVE

Respect is demonstrated through inclusivity - ensuring everyone feels valued, heard, and empowered. We embrace diversity, challenge biases, and create an environment where all individuals can thrive, regardless of background or identity.

PERSONAL

Respect goes beyond professional courtesy; it is about recognising individuals as people first. By showing kindness, considering personal circumstances, and offering support, we cultivate a workplace that is both compassionate and productive.



Our Values & Behaviours are vital for the success of our EDI Programme.
With all colleagues reminded of what our EDI Tree represents:

Nurturing a workplace **culture**,
where we are able to develop strong **EDI roots**, which
stimulate **growth**,
support **belonging**,
and enable us all to **thrive**

MAKING THE LINK

By applying our organisational values in our approach to work, and aligning our behaviours in all that we do every day, we help create the culture we aspire to. By committing to positively contribute to that shared workplace culture, and by embracing our organisational Equity-Diversity-Inclusion Programme, we create the best environment to support us in achieving our **Vision** and **Purpose**.

IT'S A COLLECTIVE RESPONSIBILITY

It is everyone's responsibility to contribute to the workplace culture we aspire to achieve, and embrace our EDI programme to enable us to thrive - all in doing so supporting us to deliver our vision and purpose.

We encourage you to talk about the values and behaviours. Openly discuss what they mean in the context of your work.

Hold yourself and others to account for delivering our values and behaviours, positively contributing to our workplace culture and embracing our EDI programme.

If you have any queries about our values and behaviours, please speak to your Line Manager or get in touch with a member of the Executive team.