

# ASCHA Direction

## Design Thinking for a Designed Future



Core Values	Design Thinking	New Actions	Outcomes	Noble Cause
Respect	"This matters"	Tell the truth	We are the voice and champion for seniors housing	Seniors are empowered to have choice and a life of purpose, wherein they are honoured, valued and respected
Accountability	"People are powerful"	Be vulnerable	Our members are supported in creating vibrant lives for seniors	
	"All ideas count"	Share and check assumptions	Seniors have homes in community that enrich their lives	
Engagement	"Unlimited opportunities to partner"	Do what you say	Albertans age well in community	
		Inquire until you understand		
Collaboration	"Collective problem solving"	Demonstrate understanding		
		Name your thinking		
Integrity	"We are the members and they are us"	Invite all perspectives into a larger conversation		
		Fail fast and invite risk		
		Focus on shared deliverables		
	"Share in meaningful work"	Inquire until you understand		
	"Better together"			