# The New Shape of Aged Care: partnering for impact

participant generated comments
from pre-conference workshop
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Version 1
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**What business are we in?**

When asked to state what business we are in, the following statements were generated by workshop participants. (* indicates another participant's selection as their preferred statement of business intent)

| | |
|---|---|
| **We are in the business of…** | People*** |
| | humanistic care - looking after each other** |
| | facilitating changing needs* |
| | facilitating independence* |
| | human and life interaction |
| | facilitating people living their own lives |
| | letting people shape what they need |

**What is your customer/client/resident's "job to be done"?**

The following links will provide more info on the *Jobs to be Done* methodology:
http://www.christenseninstitute.org/key-concepts/jobs-to-be-done/
https://strategyn.com/jobs-to-be-done/
http://jobstobedone.org/

Organisations offer services to people, but people use these services to get a job done. When asked to articulate this, participants generated the following statements:

| | |
|---|---|
| **The customer's job to be done is…** | to get the job done for themselves |
| | to have a pleasant home environment |
| | to have energy to live their life |
| | to be able to make informed decisions |
| | to get support when they need it to live their own life |
| | to be fully themselves |

## Exploring partnership & collaboration

| What do we need to be successful? | What are the opportunities? | What are the risks or fears in partnership? |
|---|---|---|
| Clear & explicit structure | The ability to achieve more than one organisation can | Organisational ownership and competition |
| Capacity to work on it | Create social change - can't be silo-ed to do this | Organisational differences e.g.: rules, policies, cultures, regulations, targets |
| a clear, shared vision | Find the surprising partners | Historical issues and culture of not sharing |
| Mutual trust | Transform thinking from stakeholder to shareholder | "cherry-picking" |
| The right people for a 'people industry' | | |
| willingness to take risks | | |
| clear communication | | |