

## The work we do

The College has set four strategic objectives to achieve as part of our three-year 2017-20 strategy

- 1 Shape the future of General Practice** – to restore pride and confidence in general practice, and defend the profession from longstanding underfunding by enhancing its influence.
- 2 Ensure GP education meets the changing needs of UK primary care** – to provide curriculum, training, assessment and CPD resources which will prepare and support GPs to deliver

a first class patient service wherever they work and which will respond to the changes in primary care service delivery.

- 3 Grow and support a strong, engaged membership** – to promote the value of membership, improve the member experience, build the perceived value of membership and strengthen links with and between all members.

- 4 Be the voice of the GP (influence)** – to extend its stakeholder engagement (local and national), explain and celebrate the role of general practice in the future health and social care system, and promote the work of the GP as an attractive career choice.

## How we will achieve our objectives

The College has eight main Programmes of work through which we will achieve our strategic objectives

- 1 Policy, Campaigns and Workforce**  
To shape healthcare policy by representing the views of members to politicians, decision-makers and opinion formers across the UK.
- 2 Innovation and Research**  
To create a culture of innovation and research in primary care and to empower GPs to shape the future of general practice.
- 3 Professional Training**  
To ensure that the training and assessment programme for general practice is robust, fair and set at a standard that will protect patients and prepare new GPs to meet the changing and complex demands of primary care.
- 4 Professional Development and Quality**  
To support GPs to develop their skills and knowledge to enable them to provide high-quality and safe care for patients throughout their careers.
- 5 Membership Experience**  
To keep our members at the heart of our College, and give them a membership experience that reflects a vibrant and relevant community network that provides professional support, knowledge and inspiration.
- 6 Strategic Communications**  
To be the leading voice of general practice across the UK, representing the views of our members on the issues that matter most to the profession.
- 7 International**  
To be a trusted international source of expertise providing advocacy for global family medicine and delivering high standards of education and training to promote the development of general practice as the foundation of effective and sustainable primary care worldwide.
- 8 RCGP Business**  
To develop and evaluate initiatives required to be an effective organisation by delivering quality products throughout the UK and internationally.

## 'Enablers' to help us deliver our work

In order to become more effective and to respond to challenges, the College will improve performance in the five areas listed below

- 1 Authority and accountability** – Clear governance structures and appropriate processes arise from knowledge of the way in which the organisation operates and of the regulatory framework in which it sits. Efficiency is also improved through the design and implementation of appropriate processes.
- 2 Planning and reporting** – Planning and reporting are key to improved performance as they allow for better, more informed decision making and clear tailoring of resources to strategic objectives.
- 3 Resource allocation and utilisation**  
The allocation of resources – such as buildings, intellectual property and employee experience – is fundamental to prudent management. It is part of the planning and reporting process in accordance with Charity Commission law that we should use resources in a way that most effectively delivers on our charitable objectives.
- 4 Digital Transformation** – Digital transformation aims to re-think the way we work as a College including our business processes, the way we engage

with our Members and our approach to change so that we can meet the needs of our members, today and in the future. To do this, we will use the best available technology options to bring about change and be as flexible as possible.

- 5 One College approach** – strengthening our influence locally and nationally, right across the UK.

GREAT DOCTORS  
GREAT CARE

The Royal College of General Practitioners is a network of over 52,000 family doctors working to improve care for patients. We work to encourage and maintain the highest standards of general medical practice and act as the voice of GPs on education, training, research and clinical standards.



Royal College of  
General Practitioners

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the **RCGP** way  
OUR VALUES DEFINE WHO WE ARE

Excellence in general practice for patients worldwide



## I deliver **Excellence** by

- Sharing ideas, knowledge and best practice to ensure the same level of quality is sustained across the College.
- Focusing on facts and evidence rather than personal opinion for decision-making.
- Striving to deliver excellence and encourage colleagues to do so.
- Being open to transformation and to new technologies to improve the quality of our work.
- Embracing change and taking advantage of new opportunities.
- Thinking about the impact of my decisions.



## I **Care** by

- Treating others the way I would like to be treated.
- Being approachable and aware of other priorities around the College.
- Making sure I action something that I said I would do.
- Supporting teams and helping everyone to feel valued.
- Looking out for others and respecting their views.
- Encouraging my colleagues to work to their full potential by being honest, open and respectful.



## I demonstrate **Leadership** by

- Raising issues that affect how work is done and not blaming others.
- Identifying things that are not working or not good enough.
- Understanding and accepting that everyone has their own opinion which can be shared openly and be respected by all.
- Seeking out views and opinions that challenge my own.
- Respectfully listening to everyone's views and taking them onboard accordingly.
- Being prepared to change my ways of doing things.



## I show **Teamwork** by

- Always being open and honest.
- Actively collaborating with colleagues across the College and encouraging others to do the same.
- Encouraging communication between departments to gain a better understanding of their work areas and needs.
- Communicating clearly with colleagues in a respectful manner.
- Connecting with colleagues and getting to know them better.
- Building positive relationships, not just seeing them as a means to meet deadlines and budget.

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