



48th Annual Conference | Victoria Conference Centre

Bright Ideas: Our Caring Culture



#BCCPA2025





Commitment-Driven Culture:

The Driving Force Behind
"You Matter"

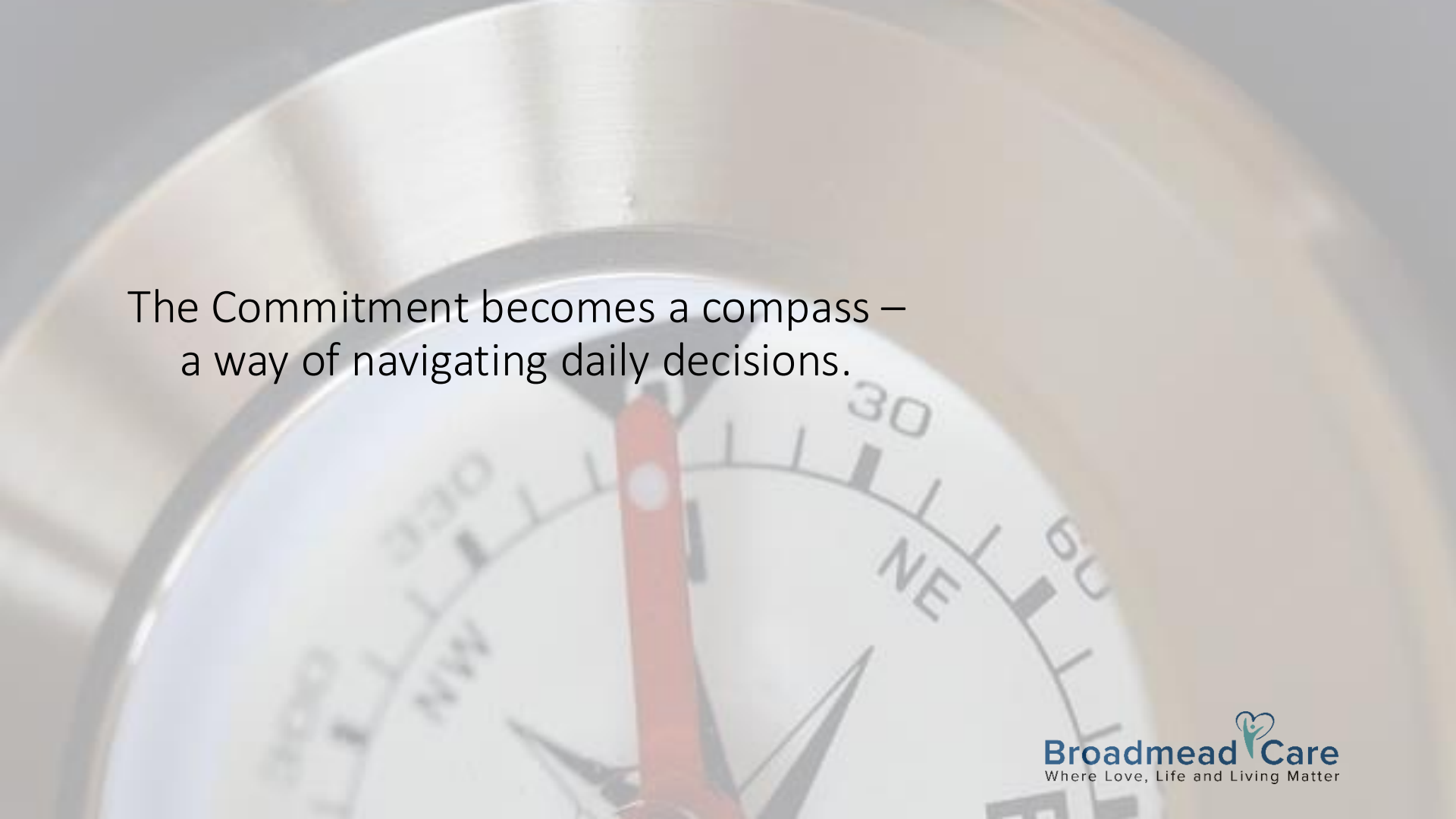
Nick Banks \ BCCPA 2025

“She grabbed me... and we just started dancing.”



That's what **You Matter** Looks like.

How do we want to leave everyone
we come into contact with?



The Commitment becomes a compass –
a way of navigating daily decisions.

You Matter

Not a campaign.

Not a tagline.

A commitment.



Broadmead Care
Where Love, Life and Living Matter



What does the You Matter version of this look like?



Support Structures

- You Matter Committee
- You Matter Champions
- You Matter Stories
- Opportunities for Improvement
- You Matter Office Hours
- You Matter Orientation

Results Snapshot

↓ Turnover

↓ Absenteeism

↑ Retention

Stories Shared

Opportunities Acted On

Staff Reached



Your Turn

The You Matter Challenge

1. Turn to someone near you — pair up.
2. You each get 30 seconds.
3. Your goal: Leave your partner feeling like they matter.

You can ask a question.

Say something kind.

Share something real.

*“I've learned that people will forget
what you said, people will forget what
you did, but people will never forget
how you made them feel.”*

— Maya Angelou