

# The Future of Housing & Career Progression

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# Future Gazing

- Traditional and Current provision
- In 1993 AT&T managed to foresee the future!
- The vision for how Hsg providers will operate in 2025?

# What will Hsg Orgs look like in 2025?

- Key Qs to answer:

- 1.Key drivers for transformation in the sector
- 2.What the typical housing organisation will look like in 2025?
- 3.How organisations are tackling those drivers by transforming their businesses?
- 4.Best practice approaches being adopted by providers
- 5.Innovative thinking that could be applied from outside of the sector?
- 6.The skills required tomorrow?

# Group Task

- Groups of 3 or 4 to try and answer the Q?  
'what will the typical housing organisation look like by 2025' ?

# What will we do differently in 2025?

Customer contact will be 24/7 more personalised services. The internet of things = more automation or JIT delivery of necessary service rather than scheduled.

Streamlined systems and processes able to cater for diverse customer base, range of defined product offerings at varying price points, more customer choice, consolidation of medium sized providers, more resident mobility between providers

Majority of routine transactions with residents will be carried out via smart tech devices as a basic expectation with a much deeper service offer provided to more/most vulnerable residents

Knowing customers better, services will be personalised and tailored, there will be no more call centres as services will be delivered either digitally or in person

Hopefully we will be fully digitised by then so everything will be different from care of older residents to repairing homes to self service by customers. 'My landlord in my pocket'

# Evolving Business Models

- More commercial, agile and more efficient;
- Development focused HAs
- Housing Management Focused HAs
- Heavily reliant on commercial income streams
- More diverse Group Structures
- Consolidation of the sector will continue ?
- Integration with health and social care
- Withdrawal from 'housing plus' initiatives?
- Operations beyond UK boundaries (post Brexit)

# Group Task

- Groups of 3 or 4 to try and answer the Q?

‘What may be the future skills that the housing organisations of the future will require’?

# The skills required tomorrow?

- Branding, pricing and customer retention strategies
- Portfolio careers?
- Concept of a single work place, diminishes with time?
- Leaner organisations
- Highly skilled, highly flexible
- sophisticated scheduling systems
- Skills gaps by 2025
- Customer engagement
- Utilisation of big data



# Summary

- Very different environment in 2025
- New ways of working, different models
- Customer segmentation and focused
- Digitisation as a minimum
- Greater competition – new entrants
- Successful organisations will have made a ‘step change’ in the way services are currently providers
- New and highly developed skills