



INSIDE HOUSING

HOUSING COMMUNICATIONS

CONFERENCE

Purpose driven branding

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Purpose-driven branding

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How can you create a 'brand with purpose' that motivates staff, satisfies customers and liberates your organisation to deliver positive social change?

A reminder to keep focused



"Grenfell was a wake-up call for all of us.... Now we talk less about development, more about homes, more about safety, more about quality, more about tenants. Our ambition to fix the housing crisis shines as brightly... But there is one more torch we need to light – trust."

A traditional housing descriptor

[Association name] manages [number] of homes in [location].

We support [number] of customers.

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Exercise How well does your descriptor reflect your social purpose?



**What is the value
of purpose?**

**We know the need
is great**

Low wages

Foodbanks

Universal credit

Housing crisis

Weakened social safety net





Ongoing risk of 'mission drift'

Grand development projects

'Affordability'

Tenure split

True tenant voice

Investing surplus

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Money > Property Pensions Savings Borrowing Careers

Housing Network

Housing associations' record profits are no reason to rejoice

Colin Wiles

Despite rent cuts, UK social housing providers have turned in a surplus of £3.5bn. So who is paying the real price?

Mon 26 Feb 2018 10:21 GMT

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We could be a force for even greater good

Close to communities

Wealth and asset base

Vital role in tackling poverty

Enormous social capital

Agents of positive social change

The business case

1. Improve staff performance

‘Performing meaningful work is one of the top motivational drivers.’

Deloitte Talent 2020



A woman with blonde hair, wearing a headset with a microphone, is shown in profile, smiling. She is wearing a dark jacket with a colorful floral pattern. The background is a blurred office or call center environment.

1. Improve staff performance

‘Performing meaningful work is one of the top motivational drivers.’

Deloitte Talent 2020

***Discretionary effort**

Are our staff motivated by purpose?

just a job

a vocation



Are our staff motivated by purpose?

just a job

a vocation



2. Better strategic focus

Why we do what we do

Shared goals

New ideas



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Why we do what we do

Shared goals

New ideas

***Increased capacity = more impact**



Is purpose driving strategy?

peripheral

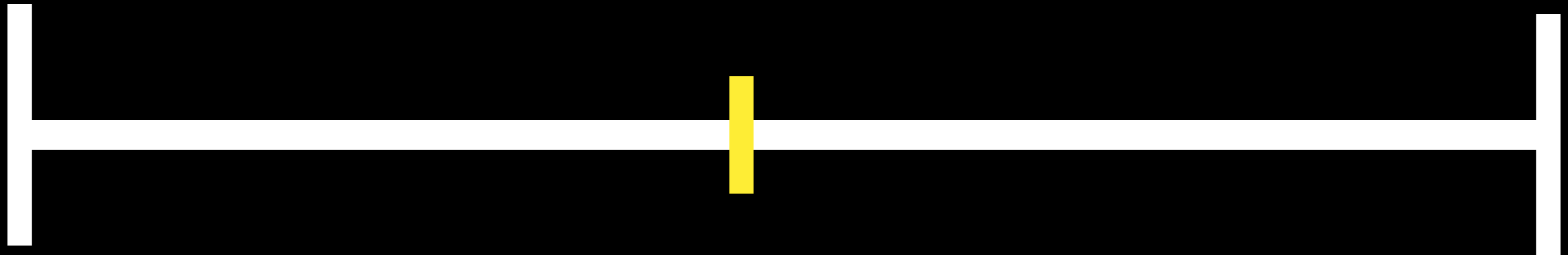
core



Is purpose driving strategy?

peripheral

core



3. Customers become partners



Better relationships

Co-creation releasing social capital

Positively influence behaviours

Trust

3. Customers become partners



Better relationships

Co-creation releasing social capital

Positively influence behaviours

Trust

*** More likely to pay rent on time**

"When I was in difficulty with rent a worker listened and referred me to the law centre to help sort out the debts. They didn't have to do this and I wouldn't have coped otherwise."

Customer, Citizen

How do you relate to customers?

service users

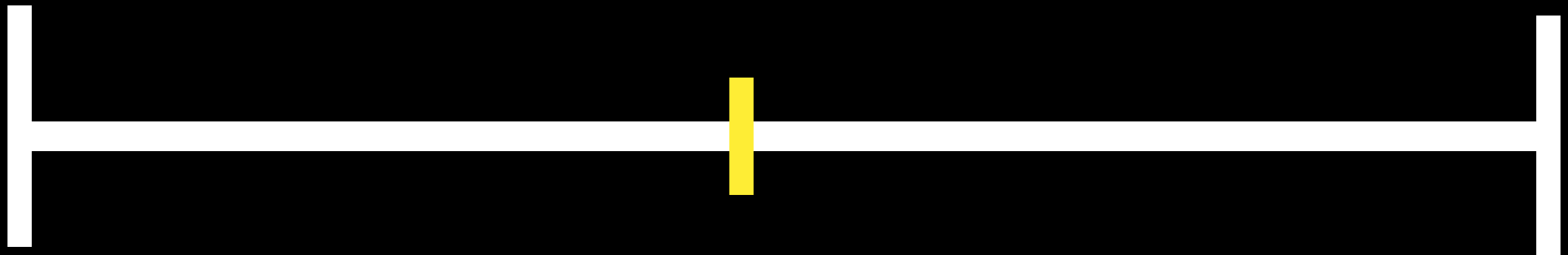
partners



How do you relate to customers?

service users

partners



The power of branding



**'Those who do not
have power over
their own story...
with the power to
change it as times
change, truly are
powerless, because
they cannot think
new thoughts.'**

- Salman Rushdie

Brand narrative

Your organisation's defining text

**Puts purpose at the heart of what
you do**

**Ensures staff and customers know
what you stand for**

Builds trust

Releases untapped potential

ACTIVITY

Your organisation - the movie

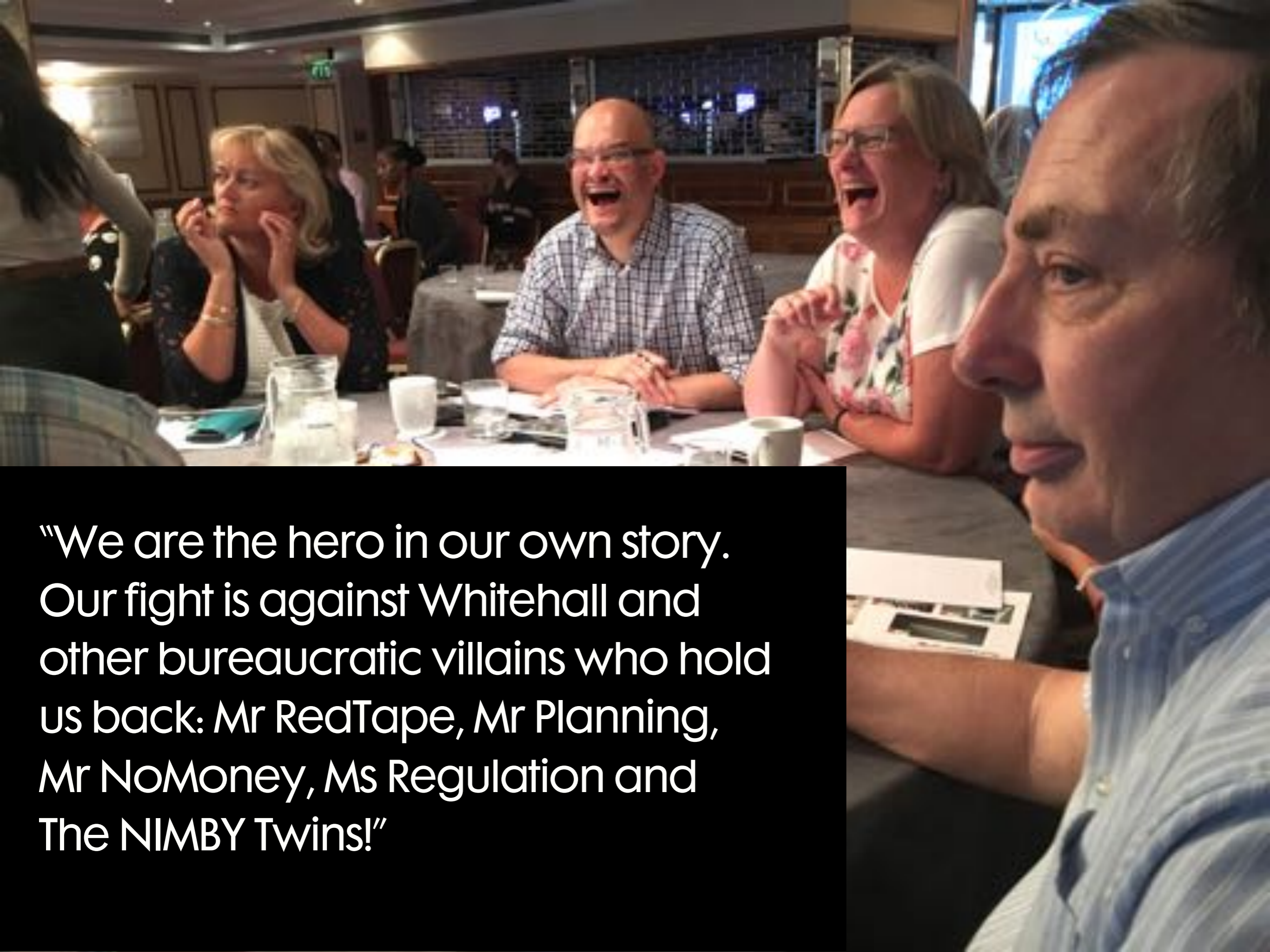
Tell us about your film

Hero

Villain

Quest

Conflict



“We are the hero in our own story. Our fight is against Whitehall and other bureaucratic villains who hold us back: Mr RedTape, Mr Planning, Mr NoMoney, Ms Regulation and The NIMBY Twins!”

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Exercise Revisit your descriptor



Home is where we feel safe.

It's where we can be ourselves.

It's where we feel really comfortable,
recharge our batteries and make
future plans.

It's where we grow up and grow old.



CITIZEN

Home is our
foundation for life

AND FINALLY

Who's doing it well?

Interesting examples
we've seen

Hyde

L&Q

Bromford

Citizen

Thank you

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