



Chartered
Institute of
Housing

Proud to be professional

Matt Dicks

National Director, CIH Cymru

Why professionalism? What are we trying to achieve?



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A world where the **profession**:

- presents as a coherent sector with shared standards, goals and ambitions - board/tenant assurance?
- is recognised by other sectors as a profession requiring a core set of knowledge, skills and behaviour
- publicly demonstrates our social value and purpose
- generates a sense of public pride in social housing, as a place to live and as a career



Why professionalism? What are we trying to achieve?



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A world where housing **professionals**:

- are recognised and valued for their knowledge, skills and behaviours
- are seen to have equal credibility and status to other professionals
- use their skills, knowledge and expertise to add value and change lives
- are committed to be a force for change across the sector
- understand the impact of their language, behaviours and attitudes
- stand up for what is right and do the right thing
- have pride in their jobs and the impact they make on a day to day basis



Why professionalism? The challenge



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- Grenfell Inquiry - “lack of respect, not listened to, no transparency”
“institutional indifference”
- Building Safety (Wales) White Paper - Welsh Gov currently consulting with sector
- Cladding Crisis - who should pay?
- Recognising the contribution that housing professionals made during pandemic
- ITV - Surviving Squalor
- Equalities & Diversity agenda - Welsh Government Race Equality Action plan with specific chapter on housing sector’s role
- Social housing firmly at centre of Welsh Government’s green recovery plan
- Addressing stigma around social housing
- Reality and perception both matter!



Challenging ourselves



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“CIH, as the professional body for people working in housing, has an expectation that professionals will be aware of how their language and behaviour impacts on tenants and colleagues. So, it was quite shocking and upsetting to read some of the previous research with tenants by See the Person, which highlighted just how much housing organisations and staff contribute to the stigma that many tenants experience when we fail to live up to that expectation”.

Gavin Smart – chief executive, CIH



The professional body you deserve.....



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Develop, support
and promote
professional
standards

Provide a modern
and engaging CPD
offer

Define expected
behaviours

Challenge poor
conduct/
behaviours

Set standards for
ethical practice

Mentoring and
coaching

Speak for the
whole profession

Exceptional
member/
customer
experience

Act in and for the
public good

Drive the EDI
agenda across the
profession

Provide
knowledge and
skills

Provide
independent and
unbiased advice

Provide a
collective voice for
members

Influence
government policy
in an independent
way

Change/ improve
organisational
practice

Why professionalism?



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For employees

- Meet customers' needs and expectations
- Work more effectively, not just more
- Share knowledge and information with colleagues
- Suggest creative improvements
- Be an ambassador for the organisation
- Act with increased confidence/perform at your best
- Keep up to date with best practice/changes to housing landscape
- Network and share ideas with like-minded professionals inside and outside the sector
- Make ethical and professional decisions
- Understand and act in line with own personal/professional values
- Challenge unprofessional behaviour including bias and discrimination

Why professionalism?



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For organisations

- Board assurance - staff have the right skills, knowledge, behaviours
- Compliance with legal, regulatory, statutory expectations
- Better services for residents
- Benefit reputation and bottom line – professional staff make good decisions
- Reduce risk

For residents

- Set a benchmark - attitudes and behaviours residents should expect from staff
- Framework to challenge unacceptable/unprofessional behaviour
- Professionalise actively engaged residents
- Support scrutiny panels to assess service delivery and improvements
- Improve resident satisfaction against recognised behavioural standards
- Challenge unprofessional behaviour including bias and discrimination

Developed by the sector, for the sector to:



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reflect the attitudes and behaviours that our residents expect and deserve

focus on outcomes rather than activities

be simple but clear – avoiding jargon and speaking to everyday experiences

be adaptable to enable them to evolve and reflect a fast-changing sector

inspire people to join and celebrate the value of our profession

work alongside existing organisational competencies and values

focus on behaviours and characteristics that define us a profession

apply across the profession – whatever role, position or specialism

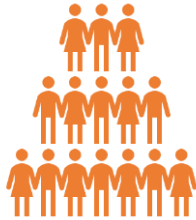
reflect the breadth and diversity of the people who work in the housing sector

focus on outcomes rather than activities

CIH professional standards



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CIH professional standards

Non-member/ member

- Professional standards available to all on CIH website
- Links through to standards against each characteristic
- Includes "what this means in practice" and "pointers for self-reflection"



Integrity



Inclusive



Ethical



Knowledgeable



Skilled



Advocate



Leadership

CIH self assessment tool



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My Professional Profile

Non-member

Simple self assessment against the characteristics
Simple profiling report focused on highlighting benefits of membership

- Link to “become a member” with taster info

Member only

- Detailed self assessment against each of the characteristics
- Detailed profiling report and gap analysis
- Signpost to tailored existing knowledge content, products and services



Integrity



Inclusive



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<https://standards.cih.org/>

Benefits of self-assessment to individuals



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- Identifies key values and behaviours required in role, regardless of background, focus or level
- Provides a benchmark against which to measure own current competence and future development
- Enables recognition of boundaries of own competence and where escalation or further research is required
- Builds confidence to recognise and tackle inappropriate behaviour in others
- Provides basis for identifying professional/career development opportunities
- Enables recognition of own contribution to organisational goals and objectives

Benefits of self-assessment to organisations



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- Ability to benchmark staff values and behaviours against national standard
- Framework to develop and/or match and align organisational values
- Focus objective setting and performance development programmes
- Develop career progression pathways for staff at all levels and provide consistency of offer across teams
- Start a dialogue and provide a forum to discuss best practice and trouble shooting approaches based on 'real' scenarios
- Identify priority development areas for new entrants to sector, individuals, teams and senior managers

**Housing
Professional
of the
Future**



#proudtobeprofessional



Abri Vision (triple 10)

A career path based around three building blocks (qualifications, courses, skills) overarched by Abri's vision and underpinned by our values.

- Essential
- Accreditation
- Modular course
- Strategic skills



Housing sector specific development

Abri specific development

Accredited & technical qualifications	Accredited & technical qualifications	Accredited & technical qualifications	Accredited & technical qualifications	Accredited & technical qualifications
Modular Skills	Modular Skills	Modular Skills	Modular Skills	Modular Skills
Strategic skills	Strategic skills	Strategic skills	Strategic skills	Strategic skills

Level 1

All colleagues

Level 2

Team manager/
Specialist

Level 3

Manager of managers/
Professional

Level 4

Department Head/SLT

Level 5

Executive

Our Values and CIH Standards

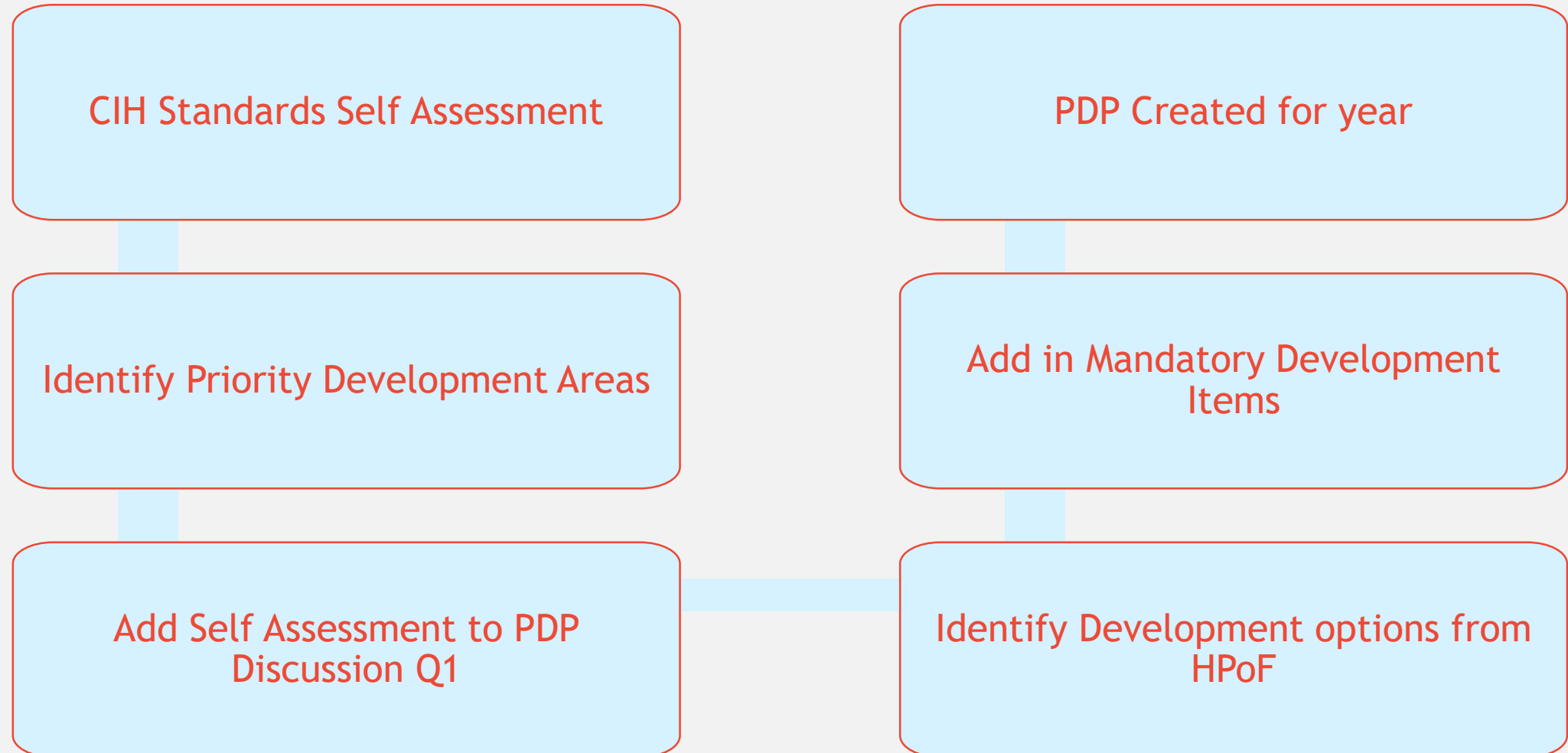
(the way we do things around here)

- Thought and Industry Leading
- Complete Alignment with Chartered Institute of Housing Standards
- Professional and engaged Abri Colleagues
- Recruit and retain the best Industry talent

Aligning HPoF TO CIH Standards

CIH Standard	Definition	HPOF Level 1	HPOF Level 2	HPOF Level 3	HPOF Level 4	HPOF Level 5
Integrity	A housing professional has a clear understanding of their values and acts in accordance with them - they will do the right thing, for the right reasons, based on the best evidence and without partiality	CIH Basics	CIH apprentice level 3	CIH Apprentice level 4	CIH Strategic	
Inclusive	A housing professional acts transparently and fairly; builds good relationships; and works collaboratively with partners, customers, and communities to achieve better outcomes.	EDI lets talk about race				
Ethical	A housing professional acts fairly and makes choices and decisions by applying principles and values consistently. They understand the impact that poor decisions can have both on people's lives and the reputation of their organisation and they challenge unethical practice in a fair and considered way	Mandatory training				
Knowledgeable	A housing professional has relevant and up-to-date practical and specialist knowledge as required by their job role, understands the bigger picture and has a passion for continuous learning.		Trade Apprenticeship Level 3	Specialist Apprenticeship level 4	MBA	
Skilled	A housing professional equips themselves with the relevant skills to deliver effective services to customers, colleagues, and partners.		Coaching Apprenticeship level 4			
Advocate	Advocate A housing professional acts as an ambassador for the wider housing sector and an advocate for the housing profession.					
Leadership	A housing professional demonstrates leadership and is forward thinking and creates opportunities. They find solutions to improve outcomes for their organisation, customers and communities and demonstrate their ability to adapt to the latest ideas, situations, and change					CIH Board Membership

Using the CIH Standards for PDP Planning





cih professional standards at settle

an overview of aligning and embedding the cih professional standards at
settle

'the settle way' and professional standards

The launch of the cih professional standards comes at a great time for settle. We have recently introduced our new behavioural framework 'the settle way' which helps identify our culture and ways of working.

There is clear alignment with the seven characteristics of the cih professional standards and 'the settle way' behaviours.

Our plans for 2021 includes us weaving both 'the settle way' and its alignment to the cih professional standards into everything we do, which will create a complete end to end cultural experience for all settle colleagues.

2021 also sees us launch our new performance management system 'settle for success'. The timing of this works perfectly in aligning the cih professional standards and embedding the self assessments into the system.

the settle way
our behaviour framework

This framework describes the behaviours we expect from all colleagues. By following the 'settle way' our experiences as a colleague to colleague, manager to colleague, colleague to customer should feel the same. Our culture will be strong and our day to day practices and service delivery will maintain a high level of professionalism.

PROUD WE ARE PROUD TO WORK IN SOCIAL HOUSING understands the importance of engaging with and showing empathy for our customers. committed to our social purpose.	COLLABORATION WE ARE MORE POWERFUL TOGETHER shows commitment to working with others for better outcomes. takes responsibility for mistakes and gives credit to others for contributions.
TRUST WE TRUST EACH OTHER TO DO THE RIGHT THING reliable and can be depended upon to support the team and wider business. produces consistent and credible output.	ENTREPRENEURIAL WE ACHIEVE GREAT THINGS WHEN WE CREATE OPPORTUNITIES TO THRIVE actively seeks trying new and improved ways to achieve our goals and set objectives. is driven and inquisitive.
PIONEERING WE LOVE NEW IDEAS AND BEING CREATIVE searches for opportunities to innovate, grow and improve. embraces data and new technology.	BOLD WE KNOW THE SETTLE WAY WILL ACHIEVE OUR PURPOSE actively welcomes new ideas so we don't always do things the same way. applies high standards of quality and strives for excellence.

WHAT WE EXPECT
For all our colleagues to share in our core values and behave in a manner that is consistent with the settle way; to achieve the best outcomes for ourselves and our customers

cih professional standards vs the settle way



We are looking to trial a pilot in the coming months to help us learn best how we embed phase two of the professional standards across the whole of settle in the future.

The pilot will see a number of colleagues across various business areas and in different roles use the self-assessment tool to identify their characteristic gaps which will then be translated into their pdp's for further and ongoing development.

By trialing the pilot across all areas of our organisation this will allow colleagues to understand the importance of the cih professional standards and it's relevance for all and not just those who are in housing roles.

We plan in weaving 'the settle way' behaviours into everything we do but with the added alignment of the seven cih professional standards characteristics we believe that this will prove successful in embedding our culture with colleagues but also inline with the wider housing sector culture.

By doing this we believe it will help us achieve not only our 2021 plan but also our five year strategic plan which will ultimately drive the delivery of a high level customer experience to our residents.