



# WHAT CULTURE DO YOU WANT TO BUILD?



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RICHARD FAIRLEY

HEAD OF PEOPLE AND CULTURE



# SECTOR-WIDE HOUSING ASSOCIATION CULTURE



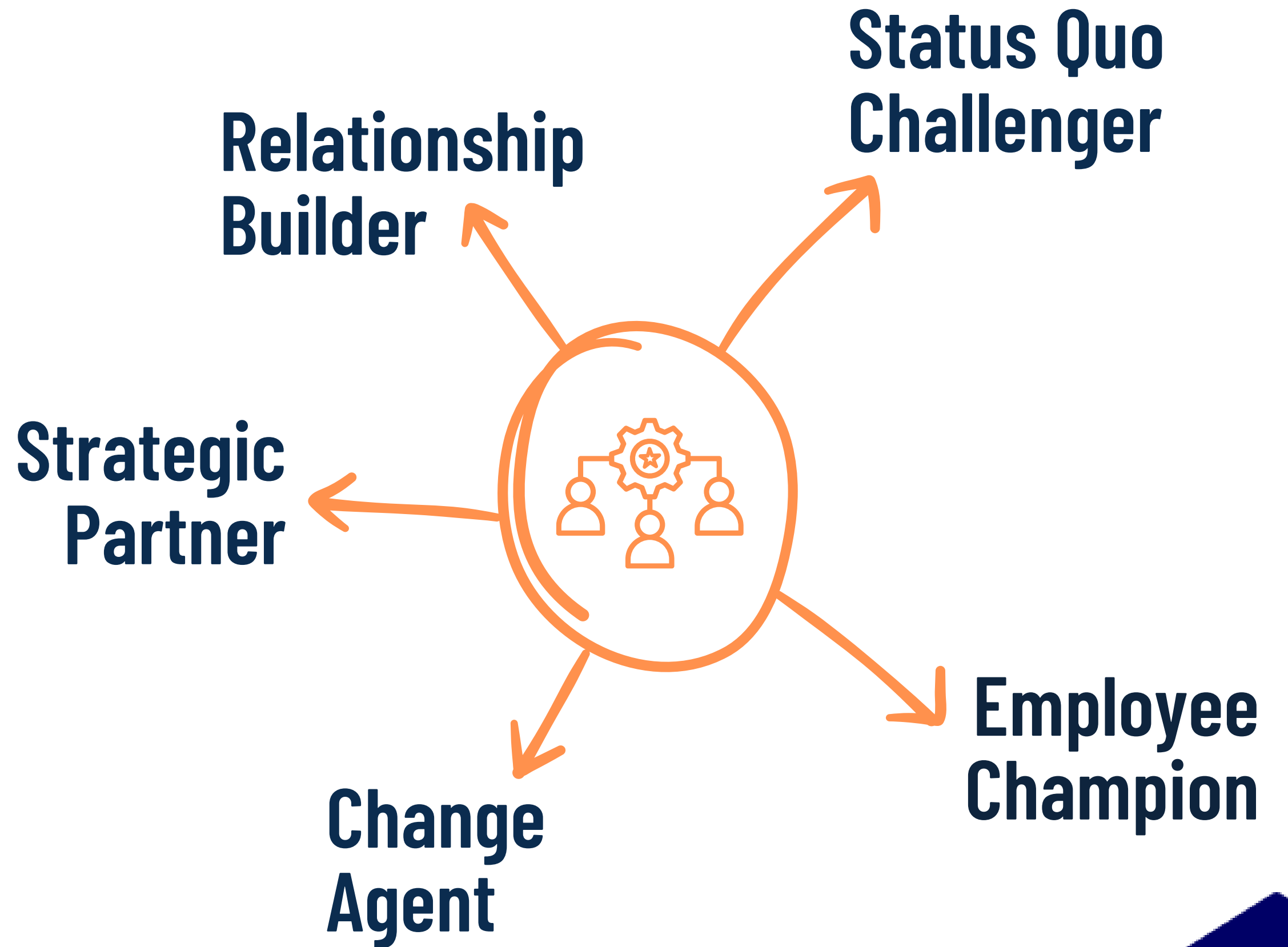
 VALUES & BELIEFS

 BEHAVIOURS & ATTITUDES

 PROCESSES & PRACTICES

 COMMS & INTERACTIONS

 LEADERSHIP BUY-IN





# CULTURE PROFILING



## Cloch Housing Association

- talent development
- transparency is key
- embracing change

## ||| Barrhead Housing Association

- driven by innovation
- bottom-up approach
- built on trust



## Dalmuir Park Housing Association

- wellbeing at heart
- community led
- technology focused





# **WHY IS CULTURE NOW CRITICAL?**

## **Attract, Retain and Develop**

- skills shortages
- young people

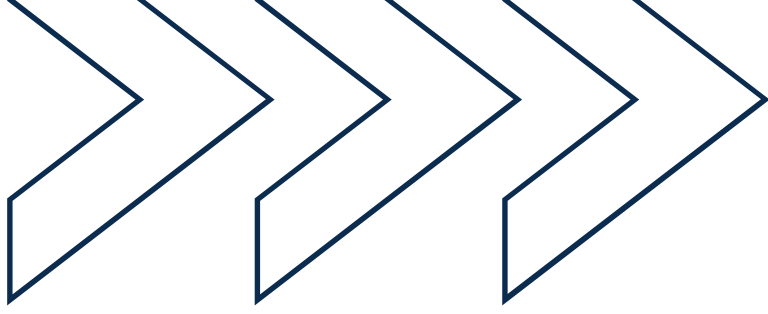
## **Wellbeing and EDI**

- reducing burnout risk
- diversifying our workforce

## **Drive Performance**

- greater innovation
- enhanced decision-making





# WHAT CULTURE DO YOU WANT TO BUILD?

- strategic priorities
- external influence
- leadership stance
- employee composition