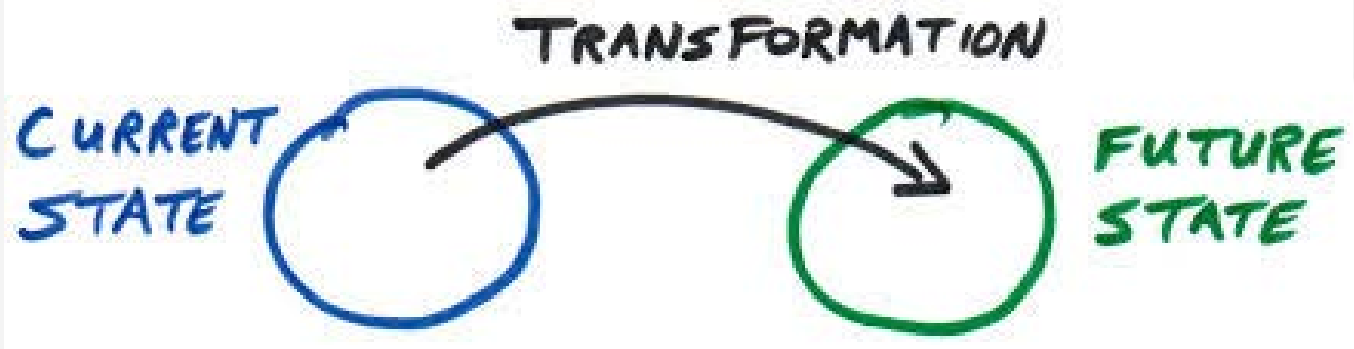




**Welcome to Equity**









**EVERYTHING  
YOU WANT**

*Right Now!*



**EQUITY**  
Housing Group

**be+**  
the transformation



## What is a strategy?

- A series of choices (including what not to do!)
- A route through the challenges
- Not just what we want to achieve – but how
- A good “fit” among everything that we do

# Equity's Strategy: key points



- There's a **housing crisis** in Britain
- We work for the wider **community** – we are supported by public money, and that's where our primary accountability lies
- We believe we can best serve the community by delivering **new affordable homes** in to the local stock
- We are therefore pursuing a strategy largely focused around **growth**
- In order to grow, we are looking to **reduce costs**, focus on **core service** and **digital access** for customers, and improve our **operating margins**
- We will draw on our history and brand around shared ownership, innovating in **affordable home ownership** and selling our services to other providers
- We are a socially conscious business, and will also commit 5-10% of our surplus to **social value** projects in communities

# Eye on the prize





# What did it mean for my team?



# What did it mean for our people?

- New generic job roles on the front line
- Significant project work – lots to juggle
- Secondment opportunities
- Commitment to internal promotions
- Revising reporting lines
- Some colleagues left the business
- A period of uncertainty



# Key learning

- You can't stand still – adaptation is necessary for survival and success
- What is the difference you want to see? Sell a strong and compelling vision of the future
- You can't take the personal out of it
- You can't do everything all at once!
- As well as benefits, you need to think about the dis-benefits
- You'll need strong leadership at every level
- There will be opportunities for people
- Want to get involved? It can't hurt to ask
- Communicate regularly and openly – a regular drumbeat
- Trees with strong roots can weather a storm
- Even the bits that go wrong will teach you something

**How has the world been made better through what you've done at work this week?**



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