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Housing

Proud to be professional

Debbie Larner

Head of knowledge and products

Is housing a profession?



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What we
hear:

Difficult to articulate what we do – no single word like
“lawyer” or “doctor”

People don’t necessarily understand what “housing” is

Behaviours may not always be suitable – adding to the
stigma

We don’t really identify as a coherent group

Doesn’t require the same level of knowledge, skills
and behaviours as other more recognised professions



The trinity.....



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KNOWLEDGE



SKILLS



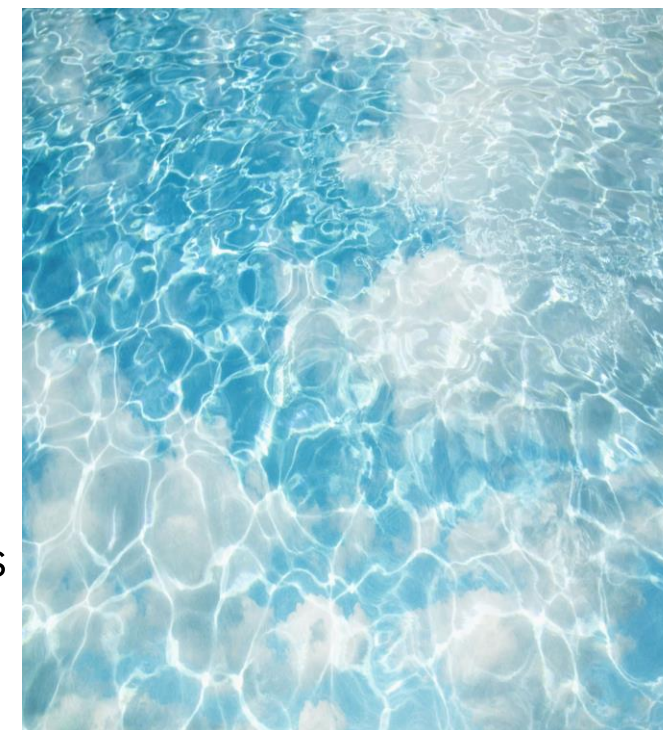
BEHAVIOURS

Some self-reflection (be honest!)



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- Do I always challenge inappropriate, offensive, or discriminatory behaviour in the workplace?
- Do my personal preferences or views ever influence my behaviour or decisions?
- Am I confident that I don't have any unconscious biases?
- Is my behaviour in the workplace respected by my colleagues?
- Would be happy if my actions were made public in the press or on social media?
- Do I always do what I say I am going to do?
- Do I ever gossip about my colleagues?



Why professionalism? The challenge



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- Grenfell Inquiry - "lack of respect, not listened to, no transparency"
"institutional indifference"
- Green paper - "stereotyping and stigmatisation of social housing"
- Ombudsman - most complaints relate to poor attitudes behaviours
- Regulation - systemic failure due to lack of leadership, skill and competence
- See the Person - "tenants seen as second class citizens by staff at all levels" "us and them attitude"
- Social Housing White Paper....
 - "When residents interact with landlords they should expect and receive a professional service from competent and empathetic staff"
 - "We want all landlord staff to act professionally, listen to their residents and, at all times, treat them with courtesy and respect"
- Reality and perception both matter!



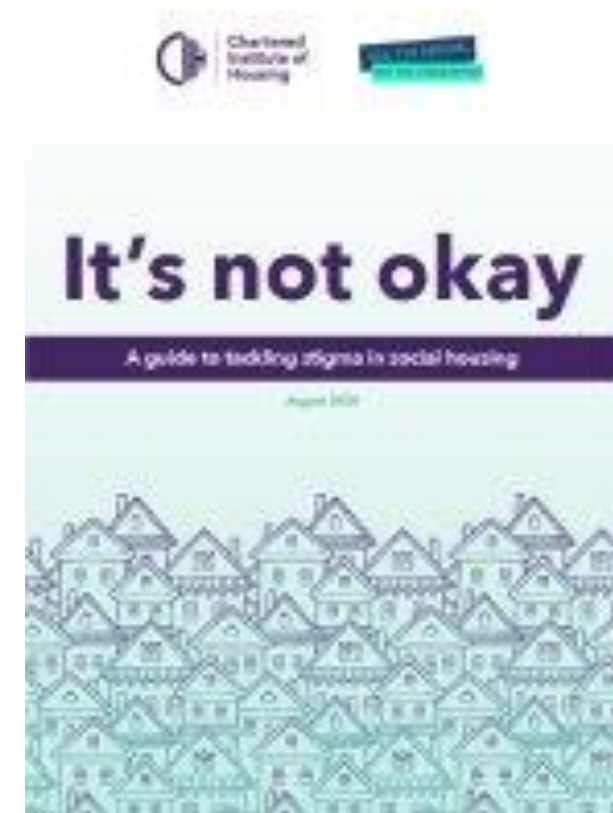
Challenging ourselves



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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



Why professionalism? What are we trying to achieve?



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A world where housing **professionals**:

- understand the impact of their language, behaviours and attitudes
- 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



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? Because it's the right thing to do and...



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For organisations

- Board assurance that your staff have the right skills, knowledge, and behaviour
- Compliance with legal, regulatory and statutory expectations
- Provide a better services for your residents
- Benefit reputation and bottom line – professional staff make good decisions,
- Reduce the risk of things going wrong

For employees

- Meet customers' needs and expectations
- Work more effectively, instead of just working more
- Share the knowledge and information gained with colleagues
- Suggest creative improvements
- Be an ambassador for the organisation

Why professionalism? Because it's the right thing to do and...



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For individuals

- Act with increased confidence / perform at your best
- Keep up to date with best practice and changes to the 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 your personal and professional values
- Challenge unprofessional behaviour including bias and discrimination

For residents

- Set a benchmark for the attitudes and behaviours residents should expect from staff
- Provide a framework for residents to challenge unacceptable and unprofessional behaviour
- Professionalise actively engaged residents
- Support scrutiny panels assess service delivery and improvements
- Improve resident satisfaction against specified 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

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
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CIH Professional standards



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Integrity



Inclusive



Ethical



Knowledgeable



Skilled



Advocate



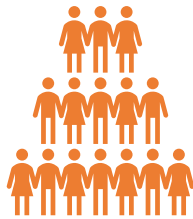
Leadership

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

My professional pathway



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Phase 1 : March 2021 CIH Professional Standards

Non-member/ member

- Professional standards visual
- Links through to standards against each characteristic
- Section on "what this means in practice" and "self-reflection questions"
- Links to existing content/ products and services



Phase 2 My Professional Profile

Non-member

Simple self assessment against and 7 characteristics (yes/no)

- Simple profiling report
- Link to "become a member" with taster info

Member only

- Self and peer assessment against each of the 7 characteristics (yes/no)
- Detailed 360% profiling report and gap analysis
- Signpost to tailored existing content (21 assets)



Phase 3 My Professional Recognition

Member only

- Testing and understanding of standards (true/false)
- Self reflection and evidence building
- Progress badges
- Tailored pushed content based on scores
- Recognised digital badge after professional interview

Over to you....



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As an individual, how might this help your professional development?

What further tools and/or support would you need from CIH?

What support might you need from your employer?

What 3 things do CIH do well?

What 3 things do CIH do less well and could improve on?