

Case study

Digital Transformation Programme

GreenSquare Group

GreenSquare Group was part of HouseMark's Digital Transformation Programme in 2017 and 2018.

Formed in 2008, GreenSquare Group is a major provider of housing and regeneration across Wiltshire, Oxfordshire and Gloucestershire.

Rob Fletcher, Group Head of ICT shared their experience of the programme with us:

"In 2017, GreenSquare Group was considering its own digital strategy. We joined HouseMark's Digital Transformation Programme to learn from others, pick up expert knowledge, seek innovation and ideas to adopt within our own programme and network with others on a similar journey.

We were able to gain real insights and rounded perspectives from a range of organisations, including out-of-sector best practice.

GreenSquare's attendees made detailed notes and captured key learning points to take back to apply in the 'day job' and the programme kick started the conversations needed to get senior buy-in to our digital principles.

We particularly valued the stakeholder engagement techniques as we have always been clear that while technology is important, cultural transformation and staff engagement is key.

For us, one of the most powerful elements was the opportunity to network with like-minded colleagues.

The programme structure gave us the time needed to network on a more meaningful level, enabling in-depth conversations about each organisation's digital strategy to date regardless of where they were on the journey.

We found spending time with two 2017 and 2018 cohorts extremely valuable.

The programme does represent a significant investment, but it's ideal for organisations committed to digital transformation that really delivers results for communities; we took a lot from it.

I would recommend joining the 2019 programme if you are in the process of designing or implementing your own digital strategy."

Customer profile



Organisation:
GreenSquare Group

Type:
Housing Association

Stock banding:
10,000 - 15,000

About the Digital Transformation Programme

Bridging the gap between the ideals and implementation, this unique programme has been tailor-made for the housing sector.

Working in partnership with BT and other in and out of sector experts, this programme brings together sector leaders, new ideas, innovative technologies, practical advice, tools and techniques as well as excellent out-of-sector experiences, for you to take-away and use within your organisation.

Want to know more about how HouseMark can help you?
Get in touch at info@housemark.co.uk or visit www.housemark.co.uk



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