

At a Glance

- Involvement from IT, Marketing, the Board and key IT suppliers
- Pragmatic set of actions
- Full engagement of the board in a digital programme

Client Challenge

The organisation had an IT centric strategy, and had been addressing the digital agenda in a piecemeal style, lacking a cohesive view or strategy.

With digital becoming ever more important in the industry, and being an industry leader, Housing 21 wished to look at what the future may bring, and to assess their current initiatives.

Solution

Turnstone brought a market leading expert in, to meet the key stakeholders and garner their views, assess the projects and then to draw up a set of recommendations.

Key stakeholders, including board members, were interviewed to find out their digital aspirations.

The review exercise encompassed the critical IT suppliers to the client, assessing their product roadmap and fit for the future.

All findings were summarised into a report, including a prioritised action plan, and published to the board, key members of the IT and marketing teams.

Outcomes

- Major increase in board engagement, including visits to key digital vendors
- Actions underway with Marketing, to address communication channels and the website
- Change in approach with existing IT vendors, in line with the action plan
- Several decisions escalated to the board for an extraordinary board meeting

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Assessing our digital aspirations has been an enlightening exercise, and has helped gain consensus on which areas we will focus on. The Turnstone action plan has provided practical focus on next steps, some of which are already underway. Our board are now fully engaged in the programme.”

Paul McGinnes , CIO