

Adaptable.

Ensuring our success now and in the future through an innovative, resilient and adaptable approach.



VISION

Aster is a modern business which is successful now and into the future.

PURPOSE

We will enable and support transformation through developing our people, our technology and our brand.

Key Objectives...

DIGITAL TRANSFORMATION

Make self-service the norm for customers and colleagues:

- Simplifying and streamlining our processes
- Implementing mobile technology to create more flexibility and a one Aster approach
- Implementing a multi-channel contact centre
- Designing and implementing an intranet that enables collaboration and accessibility
- Provide colleagues with a way to be digitally connected to the business.

RAISING OUR BRAND PROFILE

Position Aster as the model 21 century housing association outside London:

- Develop a consistent approach to our identity
- Create opportunities to have opinions on issues which affect us delivering our vision
- Develop relationships and credibility with local and national influencers where we know we can have more influence in shaping our sector and issues that affect it
- Protect our reputation.

BEING A GREAT EMPLOYER

Enable a high-performing and engaged culture:

- Ensure colleagues have a good and consistent employee experience with a focus on people joining
- Develop a mental health campaign as part of our approach to employee wellbeing
- Review and make recommendations on a reward strategy and an approach to recognition
- Support a culture of flexibility, freedom and trust across the business
- Strengthen the employee voice to ensure more transparency
- Encourage colleagues to experiments and adapt.

DEVELOPING OUR TALENT TO SUCCEED

Create a talent pipeline so we can develop our own people:

- Create an apprenticeship programme which is the entry point into the business
- Develop leadership and management framework and supporting programmes
- Shift the focus from training to learning to help people take ownership of their personal development
- Design a career development framework to support colleagues to move around the business, helping to create a network of teams
- Develop a workforce plan that anticipates skills for the future.