



Helping One Housing communicate their employee experience



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As you can read in this case study, we were initially approached by One Housing to provide creative direction and comms support for their business transformation campaign, One Future. As the project was successful, we have subsequently partnered with their Internal Communications team on many aspects of their employee experience, including: employer branding, employee value proposition, onboarding, and recognition.

About One Housing

One Housing develop homes for rent, shared ownership and private sale and provide services, care and support to thousands of people at home and in their local communities. They manage around 16,000 homes across London and surrounding counties, and care for over 11,500 people, helping them live independently. They have around 1,700 employees.



Reinforcing that One Housing is values-led

With any organisation, it's very important that you remain focussed on your core purpose. To help One Housing to achieve this, we designed the Vision/Values/Objectives House. This artwork is being used across many internal platforms, and acts as a reminder that everything you do needs to link back to your purpose and at least one of your objectives. For example, during One Housing job interviews, candidates are asked questions based around the five values to help to decide if they would be either a cultural fit or a cultural plus for One Housing. and care for over 11,500 people, helping them live independently. They have around 1,700 employees.





Creating a new direction for on-boarding

One Housing found that their on-boarding and induction process wasn't working for them. New starters had an inconsistent journey from successful interview to being on-boarded, and the face-to-face induction half-day was expensive and time consuming to run. Therefore, they invested in a digital platform to move the induction session online.

We supported One Housing by the creation of a video-based Employee Induction programme, consisting of 15 films. These films cover the breadth of what One Housing does, and is trying to achieve. They help to deliver the strategic narrative by featuring the CEO, other senior leaders, and project leads for employee-related programmes such as Learning & Development. The new approach means that all employees have a consistent onboarding experience—which is vital to their employee experience—and can learn at their own pace, rather than having an inordinate amount of information to take in on one single induction day.

Creating the employer brand

Following feedback from their 2018 employee survey that the benefits, recognition and wellbeing offer wasn't good enough, One Housing created an employee value proposition. They called it Life@One, with the tagline: Our Offer. Your Wellbeing. The offer included items that employees were asking for, such as: wellbeing support, learning and development, employee assistance, a healthcare cash back plan, a discounts portal and more.

It soon became clear that Life@One was proving to be a strong brand in itself, and so we worked with One Housing to extend Life@One into an employee engagement and employer branding platform.

We created a programme called 'Life@One is...,' and this involved personal stories in both printed and film format, with the payoff line: Real people. Real stories. Real benefits. The deliverables have been used both internally, and on social media, to help build the brand, and to assist with talent attraction.





Feedback from One Housing

We believe that we have helped One Housing to create a seamless delivery model and support their employees through the employee experience touchpoints we've worked with them on. But, don't take our word for it... here's what One Housing has to say about working with us:





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