

## How to run an Identify Workshop with your colleagues or tenants/customers

This is a workshop structure that can be used by you in meetings to generate discussion around what the Housing Futures challenge area should be for your region – please email [bethan.buck@housing.org.uk](mailto:bethan.buck@housing.org.uk) for an accompanying PowerPoint presentation.

Depending on how much time you have, you can run a version of this exercise in 15 minutes or up to an hour and a half. Of course, the more time you are able to commit to it the better – it's a great exercise for generating discussion and getting deeper into the challenge areas.

**Step 1:** Hand out 3 x post-its or pieces of paper for each participant and ask them to write the following (one answer per piece of paper):

- ✱ What do you think the challenge should be?  
e.g. our ageing population.
- ✱ Why this matters (your view)  
e.g. the homes that we own are not suitable for our tenants/customers to grow old in.
- ✱ What have you seen/heard to support this e.g. a report from the Centre for Ageing Better or a conversation with a tenant/customer.

**Step 2:** Put them on the wall in rows and discuss:

- ✱ Note where there are commonalities and differences, talking through each area e.g. one potential challenge is sustainable building but only one of you has written about this theme- does anyone else agree? Why/why not?
- ✱ Combine and merge ones which are similar to create top-line themes e.g. this cluster all relate to climate change, are there any others that fit that theme?
- ✱ If time, ask participants to contribute to the challenges you have on the wall- what they do and don't like for each of the challenges (extra post-its needed here!)

**Step 3:** Finish up with a consensus view- what are the areas that feel like a shared priority?

- ✱ Give each person a heart shaped post-it note and ask them to place it on the challenge they feel most strongly should be taken forward by Housing Futures in your region.

Please take pictures of the post its and send them to [bethan.buck@housing.org.uk](mailto:bethan.buck@housing.org.uk)



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