



**Survey for Business Transformation II:
Skillsets & Core Competencies to Facilitate Business Transformation in the Non-Profit Housing Sector
Frequently Asked Questions**

What is the study about?

The Business Transformation II study is the second phase of work related to business transformation in Canada's non-profit housing sector, commissioned by Housing Partnership Canada (<http://www.housingpartnership.ca/>). The study will examine factors that drive business sustainability in the sector organizations. The focus is on internal culture and core competencies that could affect sustainability, resilience, and growth, as well as external factors.

The Business Transformation II study will focus on three key issues:

- Strategic planning and positioning organizations in the housing sector for resilience and managing risks;
- Organizational culture, missions and values for thriving organizations given trends in the housing sector; and
- Governance and internal organizational capacities (skills and expertise) for sustainable operations and housing development.

R.A. Malatest & Associates Ltd. (Malatest), a Canadian research company, was selected by Housing Partnership Canada (HPC) to conduct the Business Transformation II study. The study includes a survey and key informant interviews with housing providers.

The results from the Phase 1 study, Business Transformation: Promising Practices for Social and Affordable Housing is available at: <http://www.housingpartnership.ca/resources-1/>.

Why should my organization participate in this survey?

The Business Transformation II survey will examine three key themes: strategic planning (including risk tolerance of Boards and Executives), organizational culture, and internal capacities. Your participation in the survey will help assess these key themes by providing a snapshot of your organization's success and/or challenges to business transformation. The information you provide will help us understand the skills and competencies required by organizations to future-proof their business. If you provide your contact information at the end of the survey, HPC will share a copy of the final report.

Who should participate in this interview?

We are requesting the senior leader of your organization (i.e., CEO, COO, ED, General Manager) or a designated senior management staff (i.e., Director or Manager) to complete the survey.

How did you get my name?

Housing Partnership Canada (HPC) reached out to several key stakeholder organizations and asked them to share the survey with all members to help ensure the survey reached as many organizations as possible. Housing providers across the country have been invited to participate in the survey.

How will my privacy be protected?

The survey will not ask for any personally compromising information. Your name will not be deliberately identified any evaluation reports or other documents as part of this project (e.g., we will not associate your name or organization with a particular comment). The information obtained will be used for this study and



for no other purpose. We will never share or sell any information you provide, including contact information.

At the end of the survey, you will be asked if you would like to participate in an interview to further discuss your organization's experience with business transformation. If you agree, Malatest may contact you following the survey. You **will not** be contacted if you do not agree.

To protect the privacy of your information, Malatest has extensive data protocol and policies in place; for more information, please visit www.malatest.com/Privacy.htm. Any personal information you provide is collected by Malatest on behalf of BC Housing and Housing Partnership Canada in accordance with section 26(c) of the Freedom of Information and Protection of Privacy Act for the purpose of understanding the skillsets and core competencies needed to facilitate business transformation in the housing sector. If you have any questions about the collection of your information, please contact BC Housing's Privacy Officer by phone at 604-433-1711 or by writing to 4555 Kingsway, Burnaby, BC, V5H 4V8.

Do I have to participate in the survey?

Participation in this survey is completely voluntary. Your participation will be greatly appreciated and will help inform the study by providing insight into your organization's culture, skills, and capacity for business transformation. If you choose to participate, you may stop the survey at any time and come back to it at a later time. You may also skip any question that you do not want to answer.

Can I share the survey with other non-profit providers?

Yes! If you know of other non-profit housing providers who have experience with business transformation (successes or challenges), please share the survey link with them.

How long will the survey take?

The survey will take approximately 10 to 15 minutes to complete.

How much time do I have to complete the survey?

The survey will be available from the day you receive the request to participate until September 8, 2017.

How do I complete the survey?

If you would like to participate in the survey, you can follow the link below. If you need any assistance, you can contact R.A. Malatest & Associates Ltd. at **1-888-274-1700** Monday through Friday, 8:30 am – 4:30 pm Pacific Daylight Time.

www.housingpartnership.malatest.net

Additional questions can be directed to:

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Thank you for your interest and participation.