



**Business Transformation II:  
Skillsets & Core Competencies to Facilitate Business Transformation in the Non-Profit Housing Sector  
Key Informant Interview - 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 interview?***

Your participation in the interview will help assess these key themes by sharing your organization's success and/or challenges with business transformation. The information you provide will help us understand the skills and competencies required by organizations to future-proof their business. At the end of the study, HPC will provide all participating organizations with a copy of the final report. The results of the study will be profiled at the International Housing Partnership Network meeting in Melbourne 2017 and at Canadian national and provincial conferences and forums.

***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 participate in this interview.

***How did you get my name?***

HPC provided Malatest with a list of organizations who have been involved with business transformation. These housing providers may have participated in previous studies. Your organization may have been chosen from this list. Alternatively, you may have been selected for an interview because you agreed to participate during the Business Transformation II survey.

**How does the interview work? What do I have to do if I agree to participate?**

Interviews will be conducted over the phone with a Malatest researcher. The researcher will ask questions about your organization's skillsets, any changes made over time, lessons learned, and challenges or obstacles experienced with business transformation. Interviews will be scheduled at a time that is convenient for you, and will be conducted in English.

***How will my privacy be protected?***

The interviews will not ask for any personally compromising information and your name will not be deliberately identified in any evaluation reports or other documents as part of this project (e.g., we will not associate your name with a particular comment). The information you provide during the interview will be used for this study and for no other purpose. We will never share or sell any information you provide, including contact information.

Due to the small number of interviews, it may be possible for readers to guess which organization is associated with a particular comment or finding in the final report. Malatest will follow their extensive data protocol and policy to help protect the privacy of your information. For more information, please visit [www.malatest.com/Privacy.htm](http://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.

***How will my information be shared?***

Malatest will be writing a report for HPC to present the skills, competencies, organizational changes, and lessons learned by organizations in regards to business transformation. Reports will not include individual names of participants.

If you agree, we will share your organizations' name and information you provide publicly (e.g. in our report) as a practice to emulate. If you agree during the interview, we may share your contact information and interview summary with HPC so they can follow-up after the study to further discuss your organization's business transformation experience. HPC is interested in learning about the successes and challenges organizations have experienced. We **will not** share your information with HPC if you do not agree during the interview.

***Do I have to participate in the interview?***

Participation in this interview 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 in an interview, you may stop the interview at any time. You may also skip questions you do not want to answer.

***How long will the interview take?***

The interview will take approximately 30 minutes to complete.

***How do I set-up an interview?***

Malatest will follow-up with you in the next week to schedule an interview. If you would like to set up an interview directly, please contact **Patricia Streich** at (613) 389-9041 or through email at [streich@queensu.ca](mailto:streich@queensu.ca).

**Additional questions can be directed to:****Shilpa Soni**

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**Thank you for your interest and participation.**