

DASH Exec Development Series
BOARD-READY AI. TENANT-FIRST OUTCOMES.

AI/Digital Board & Executive Development Programme

For Board Members and Executives in Social Housing

What you'll get:

- Housing-specific, governance-led development programme
- Plain-English tools & mapped assurance frameworks
- Peer case studies and inspection-ready templates
- Digital Fluency Check with board-ready output



Foreword

Boards and executives in social housing face an urgent challenge: to meet tougher regulatory expectations while improving tenant outcomes in an environment of financial and operational pressure. Success now depends on leadership teams who can govern digital and AI change with confidence.

The DASH AI/Digital Board & Executive Development Programme provides that foundation. It equips leaders with the tools, language, and assurance frameworks needed to scrutinise digital proposals, link them to strategic priorities, and evidence compliance.

I have spent much of my career helping boards and executives across sectors navigate digital transformation. What stands out here is the programme's focus on housing-specific challenges, regulatory duties, and tenant-first outcomes. It offers practical, plain-English support to build fluency where it matters most.

Professor Alan W. Brown
Professor in Digital Economy

University of Exeter Business School
DASH AI Expert Panel Member

Why This Matters Now

Digital and AI fluency is now a governance duty. With Awaab's Law due in October 2025 and tougher inspections already underway, boards must evidence control over repairs, complaints, and data quality. Tenant satisfaction remains stalled at ~70%, with repairs the main driver, while the Ombudsman highlights persistent failings.

Yet fewer than half of boards have discussed AI. Adoption is largely bottom-up IT pilots and staff using Copilot, not board-led. This creates risks: weak oversight, wasted spend, and poor assurance.

Many board members are not digital natives, face jargon barriers, and lack structured time for learning. The result is that critical proposals are often nodded through or blocked without full understanding. Without digital and AI fluency, leaders cannot govern, scrutinise, or deliver effectively.

The DASH Programme

A housing-specific, governance-led development programme that equips boards and executives with the confidence, language, and tools to oversee and deliver digital and AI change responsibly.

Programme Objectives

- Understand the strategic, regulatory, and governance imperatives of AI/digital adoption.
- Confidently scrutinise digital proposals using plain-language tools and mapped assurance frameworks.
- Link AI/digital oversight directly to TSMs, Awaab's Law deadlines, and corporate plan priorities.
- Track impact through ROI, staff capacity, and tenant satisfaction metrics.
- Sustain capability via ongoing reinforcement and personal learning pathways.

Design Principles

- Governance-first: Every tool mapped to NHF Code, RSH standards, SHRA duties.
- Plain language: One-page glossary and checklists to cut jargon.
- Time-aware: Short 15–30 min board briefings and quarterly deep dives.
- Balanced: Every use case presented with both risks and benefits.
- Empathy & safety: Anonymous pre-assessments, safe space for questions.
- Peer proof: Case studies from UK housing pilots and executive peers.

Programme Content

1. **Why Now?** — Regulatory drivers (SHRA, Awaab's Law, TSMs). Use case: predictive damp/mould detection. Output: Strategic board briefing, inspection-ready Q&A.
2. **AI & Digital Essentials** — Plain-English overview of AI/digital concepts. 'Digital Placemat' glossary for board/exec papers. Output: Confidence map (baseline Digital Fluency Check).
3. **Governance & Oversight** — AI Governance Checklist with NHF/RSH/SHRA tags. AI Proposal Q&A Pack with embedded compliance markers. Mock board challenge session. Output: Assurance Statement Template for board minutes.
4. **Strategic Leadership** — ROI Mini-Calculator (reactive vs predictive spend). Staff Impact Template (capacity, morale, inclusion). Integration into the corporate plan and budget cycle. Output: 12-month Digital Oversight Action Plan.

Core Tools Delivered

- Digital Fluency Check (baseline + endline).
- AI Governance Checklist (compliance-tagged).
- Digital Placemat Glossary.
- AI Proposal Q&A Pack.
- Assurance Statement Template.
- ROI Calculator + Staff Impact Template.

Integration with Current Development

- Fits into existing board away-days, exec strategy sessions, and CPD logs.
- Forms a structured induction pathway for new board members and executives.
- Optional add-ons: Chair/CEO coaching, alumni network, peer learning forums.

Time Commitment

- Board: ~6–8 hours a year, built into existing meetings and away-days (not additional workload). Comparable to NHS Digital Boards and other public-sector governance programmes.
- Execs: ~10–14 hours, including optional coaching.

Delivery Team

Delivered by DASH AI Experts — governance specialists, housing practitioners, and digital advisors. Sessions use plain English, housing case studies, and peer guest speakers (CEOs, board chairs).



Clear Benefits & Next Steps

Direct impact on the Core Issues

- **Repairs, damp & mould:** Predictive tools and compliance checklists support legal timeframes and raise tenant satisfaction.
- **Stock data & Decent Homes:** Data lineage and assurance packs give boards confidence and execs a clearer budget story.
- **Complaints:** Q&A packs and triage tools improve oversight and speed up resolution.
- **Financial resilience:** ROI calculators show how shifting from reactive to predictive spend saves money and creates headroom.
- **Safe AI:** Assurance templates and guardrails ensure adoption is ethical, auditable, and regulator-ready.

Solving adoption barriers

- **For boards:** Removes jargon, builds confidence, and embeds AI oversight into governance cycles.
- **For execs:** Links digital initiatives to corporate plan cycles and KPIs, avoiding 'AI hype' and showing early wins.
- **For both:** Creates a shared language, reducing the current disconnect between IT pilots and leadership strategy.

Clear benefits for your leadership team

- For Board: Minute-ready assurance statements, NHF/RSH-tagged tools, and VFM evidence against peers.
- For Execs: ROI and staff-impact models tied to TSMs, corporate-plan alignment, and peer case validation.
- Shared: Stronger inspection readiness, regulator confidence, and credibility as sector leaders in responsible AI.

Next Steps

1. Approve participation at the board or exec level.
2. Nominate a programme lead to liaise with DASH.
3. Select delivery format: board-only, exec-only, or joint.
4. Start with a Digital Fluency Check to set a baseline this quarter.

Fee

Available upon application — tailored to organisational needs and delivery format, with optional coaching and peer learning add-ons.

Disclaimer: This resource is for general guidance in the social housing sector. It is not legal or professional advice. See our [full disclaimer](#) for permitted use and limitations.



About Demystifying AI for Social Housing (DASH)

At DASH, we help boards and executives use AI safely, productively, and with confidence. Our promise is simple: **Board-ready AI. Tenant-first outcomes.**

We know AI can feel complex. That's why our guides, tools, and workshops cut through the jargon. For board members, we focus on governance and assurance—five clear checks before approval, evidence of compliance with SHRA and Awaab's Law, and practical dashboards that turn data into oversight. For executives, we provide ROI-grounded use cases and peer-tested models that show how AI can reduce complaints, fix repairs faster, and build resilience.

Everything we do is backed by a panel of housing and AI experts with over 15+ years of sector experience. We prove what works with case notes and metrics, not hype.

DASH is not a vendor; we're your AI co-pilot. We help you govern risk, improve services, and earn trust with tenants, staff, and regulators.

Team DASH

peter@dashai.co.uk

<https://dash-ai.co.uk/>