

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

AI/Digital Fluency Pathway

For Board Members and Executives in Social Housing

What you'll get:

- **Readiness Assessments** for boards & executives
- **Essential AI Videos, Glossary & FAQ**
- **Strategy & Governance Checklists**
- **Case Study Hub** with real housing examples
- **Business Case Template & 90-Day Action Plan**



Why This Matters Now

With AI and digital fluency is no longer optional it is a core leadership duty. With Awaab's Law taking effect in October 2025 and tougher inspections underway, boards and executives must evidence control over repairs, complaints, and data quality. Tenant satisfaction remains stalled at ~70%, with repairs the main driver, while the Ombudsman continues to highlight failings. Without digital and AI fluency, leaders risk nodding through or blocking critical proposals without understanding, weakening governance and outcomes.

The AI & Digital Fluency Pathway

According to recent [research](#) by **Harvard Business Publishing**, employees who are highly fluent with Gen AI report strikingly better outcomes. They are:

- **More confident:** Nearly 3 in 5 highly AI-fluent workers say they feel very confident in their skills, compared with just 1 in 10 of others.
- **More effective:** 53% say AI makes them better equipped to solve business problems, and 54% feel more creative.
- **More productive:** 81% report higher personal productivity, and one-third report improved business and team performance.

Critically, the study also shows that **fluency develops best through hands-on, self-directed, and continuous learning**, not long, formal training courses. Over 70% of highly fluent employees say they build their capability by experimenting with AI tools as part of their daily work, while 60% prefer to learn in short, ad hoc bursts rather than structured programmes.

This evidence underpins the design of the **DASH AI & Digital Fluency Pathway**. It is:

- **Self-directed** – so housing professionals can learn at their own pace.
- **Practical** – with tools, checklists, and case studies that connect AI directly to housing priorities.
- **Bite-sized** – requiring only 3–5 hours of core effort, broken into manageable steps.

For housing leaders, the case is clear: building AI and digital fluency increases confidence, sharpens oversight, and frees capacity to focus on higher-value strategic work. This pathway provides the structure and resources to achieve exactly that.

The pathway balances diagnostic assessments (to evidence progress) with practical checklists (to embed assurance in daily governance and strategy work).

Time Commitment

Core: 3–5 hours total.

Optional: further CPD via curated free courses.

Step 1 – Kick-off: Readiness Assessment (30–45 min)

Objective: Establish baseline fluency.

Resources:

- Board AI Readiness [Assessment](#)
- Executive AI Readiness [Assessment](#)
- [FAQ](#) (plain-English answers to questions that confuse)
- **Academic insight:** “Your AI Strategy Needs More Than a Single Leader” ([HBR, Aug 2025](#)). Reinforces that digital fluency is a shared leadership responsibility, not a solo pursuit.

Output: Personal baseline report: 'Where I am confident, where I need fluency.'

Credibility: Self-diagnostic evidence + broader leadership framing.

Step 2 – Learn the Language (30–40 min)

Objective: Build shared vocabulary, remove jargon fear.

Resources:

- Essential AI Video [Starter Set](#)
- AI [Glossary](#)
- [FAQ](#)
- A Straightforward [Guide](#) to Using ChatGPT in Housing Leadership
- Academic insight** -Gen AI Fluency at Work: How Proficiency Drives Productivity, Performance & Learning” ([Harvard Business Impact](#) 2025)

Output: Digital Placemat with 5–10 fluent terms.

Credibility: Supported by DASH glossary + external validation of workplace fluency.

Step 3 – Fit-for-Purpose Strategy (30–40 min)

Objective: Test if the organisation’s strategy is realistic and ethical.

Resources:

- Is Your AI & Digital Strategy Fit for Purpose? [Checklist](#)
- Ethical, Practical, Tenant-Focused AI Strategy [Guide](#)
- Case Study [Hub](#) (adoption successes and challenges)

Academic insight: “Make Sure Your AI Strategy Actually Creates Value” (HBR, Sep 2025). Underlines that business cases must be rooted in measurable value—not just pilots

Output: Strategy gap note with 3 strengths, 3 gaps, and 1 case study example.

Credibility: Housing context + global perspective on outcomes focus.

Step 4 – Governance & Assurance in Practice (30–40 min)

Objective: Equip leaders with regulator-ready questions.

Resources:

- Responsible AI Governance & Policy Development [Guide](#)
- Board AI Readiness [Checklist](#)
- Executive AI Readiness [Checklist](#)
- [FAQ](#) (assurance-related queries)

Academic insight: “*AI Is Testing the Limits of Corporate Governance*” (HBR, Dec 2023)
Elevates the importance of board-level AI oversight and legitimacy

Output: One-page assurance checklist for Audit & Risk or Strategy Board, with case study example.

Credibility: Regulatory alignment + values-based external framing.

Step 5 – Building the Case (45–60 min)

Objective: Move from idea to safe, fundable pilot.

Resources:

- How to Write an AI [Business Case](#)
- Executive [AI Learning](#) – Free CPD courses/books (optional)
- Case Study [Hub](#) (ROI, repairs, complaints, stock data)

Academic insight- Beware the AI Experimentation Trap” ([HBR 2025](#)) ensures focus on outcomes, not hype.

Output: 2-page mini business case for one Core Issue, illustrated with a sector case study.

Credibility: ROI evidence grounded in housing pilots + workforce readiness context.

Step 6 – Reflection & Recognition (30 min)

Objective: Show measurable progress and plan next steps.

Resources:

- Board AI Readiness Assessment / Executive AI Readiness Assessment (re-taken)
- Board & Executive AI Readiness Checklists
- Glossary + FAQ
- Case Study Hub (examples to inspire next actions)

Academic insight: “*Gen AI Learning Should Drive Performance, Not Just Productivity*” ([HRD Aug 2025](#)). Encourages deep reflection and deliberate learning; fluency isn’t just about efficiency, it’s about empowerment and strategic judgement.

Outputs:

- Before vs After assessment scores
- Checklist evidence in board/exec papers
- 90-day action plan

Credibility: Internal validation + reflection framed by global leadership insights.

Programme Outcomes

- Board Members: Uses regulator-mapped checklists; evidences readiness progress for inspections; applies assurance tools at Audit & Risk.
- Execs: Drafts ROI-driven business case; identifies strategy gaps using case study evidence; gains visible recognition.
- Both: Share a common language via glossary & FAQ; validate fluency through self-assessment; demonstrate gains in under 90 days, supported by external insights.

Optional Additional Reading

For leaders who wish to explore broader perspectives:

- [VantEdge](#): “Embedding Digital Fluency into Leadership Systems”
- [Cornerstone](#): a guide on building AI fluency in daily workflows.
- [BOI \(Board of Innovation\)](#)- AI Fluency for Executives (4-hour session)
- [Nucamp](#): Non-technical exec’s AI guide
- [TechRadarPro](#): Outcomes vs ownership article
- Best AI Leadership Courses for Non-Tech Leaders (Emeritus)
Highlights reputable short-form programmes from Cambridge, MIT, Wharton, etc., aimed at non-technical execs [Emeritus Online Courses](#).

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.

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