

# ASTH201

## Develop and maintain relationships with stakeholders in a housing context



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### Overview

This standard is about how to develop and maintain honest and open relationships with stakeholders. It is about developing and maintaining trust and recognising the diversity of needs and preferences of customers and other stakeholders who make use of your services.

In the context of this standard “customers” may be internal or external.

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### Performance criteria

*You must be able to:*

- P1 show respect for your customers' and other stakeholders' individual beliefs, expectations and needs
- P2 support individuals to communicate their needs and preferences about the relationships they wish to have with the organisation
- P3 vary your approach to your customers and other stakeholders to take account of their beliefs, expectations and needs
- P4 treat individuals fairly and do not discriminate or disadvantage them in any way
- P5 work with individuals to set appropriate boundaries for your relationship with them
- P6 work with customers and other stakeholders in a way which helps build and maintain trust
- P7 support customers and other stakeholders in making choices
- P8 maintain customer and other stakeholder confidentiality following organisational policy
- P9 convey a positive image of the organisation
- P10 interact with individuals, stakeholders and groups in ways that enable them to participate in planning, implementing and reviewing the service you are providing

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### Knowledge and understanding

*You need to know and understand:*

- K1 underpinning values and principles in relation to the provision of housing services
- K2 the importance of recognising diversity including, but not limited to, those areas covered by the legislation
- K3 how diversity and inclusion issues affect customer service and relationships with other stakeholders and groups
- K4 organisational guidelines to make customer service inclusive of diverse groups of customers and other stakeholders
- K5 the ways in which your organisation meets the diverse needs of customers and other stakeholders
- K6 how to respond to the priorities of tenant and neighbourhood engagement agendas
- K7 how to balance the need for contact with customers and other stakeholders with working efficiently, safely and securely
- K8 how to deal with difficult situations and when difficult situations should be handled by someone else
- K9 the importance of being constructive and finding solutions to problems
- K10 how to convey a positive image of the organisation
- K11 the perceptions which customers and other stakeholders have of your organisation and how this affects trust
- K12 how to minimise barriers to communication

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**Suite** Housing

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