

# The Workplace Opportunity

Chris Moriarty, Director of Insight

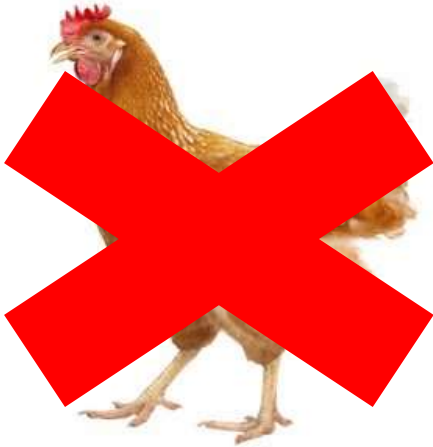
@ChrisMoriarty3

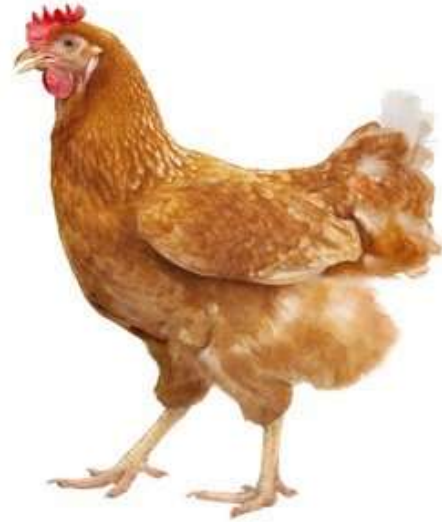
**iwfm**

Institute of Workplace  
and Facilities Management









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## BIFM ANNOUNCES PLANS FOR NAME CHANGE AND CHARTERED STATUS

01 March 2018 | Herpreet Kaur Grewal

[newsdesk@fm-world.co.uk](mailto:newsdesk@fm-world.co.uk)

The British Institute of Facilities Management (BIFM) has announced that it will change its name to the Institute of Workplace and Facilities Management (IWFM) and begin a process to become a chartered body.



[insight]

people | places | technology

9th May 2018 | The Danish Embassy | London, UK



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May 1, 2018

## BIFM to change its name to reflect greater focus on workplace issues and pursue chartered status

by Mark Ellingham • Facilities management, News

The British Institute of Facilities Management (BIFM) has today announced plans to embrace 'workplace' as a key differentiator for its members and to help establish facilities management as a chartered profession. The manifesto for change announced by BIFM Chair Stephen Routs sets out to 'reposition facilities management, emphasising its ability to make a real contribution to organisations' performance'. It sets the institute the twin tasks of helping members to improve their skills and their status to meet the needs of modern organisations, and to raise the profile of facilities management and the understanding of its value.

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# The FM profession's negative feedback loop

**FM...**

Isn't valued,  
understood,  
or seen  
as important



# Facilities management (FM) is:

“[An] organisational function which integrates people, place and process within the built environment with the purpose of improving the quality of life of people and the productivity of the core business.” ISO & IWFM

“...[A] profession that encompasses multiple disciplines to ensure functionality of the built environment by integrating people, place, process and technology.” IFMA

“[The] integration of processes within an organisation to maintain and develop the agreed services which support and improve the effectiveness of its primary activities.” EuroFM



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# What is Facilities Management?

*“the maintenance of an organization's buildings and equipment”*



M A

**Colouring in  
department**

G



**Blockers**

**Bigger Blockers**



# FACILITIES MANAGEMENT

# WORKPLACE

## What is Workplace?

*“a place where people work, such as an office or factory.”*



# What is Facilities Management?

*“the maintenance of an organization's  
buildings and equipment”*



## What is Workplace?

*“a place where **people** work, such as an office or factory.”*

The Google logo is displayed in its characteristic multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, red, and green respectively.

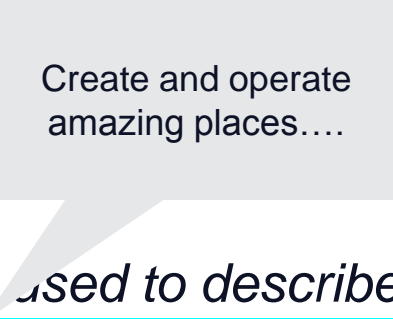
# The earliest definition of facility management

Workplace was at its core

*In the 1970s, Facility Management was first used to describe a field of study that embraced “...the design and management of workplaces and their impact on the business conducted by the organisations that occupied them” (Price, 2007).*

# The earliest definition of facility management

Workplace was at its core



Create and operate  
amazing places....

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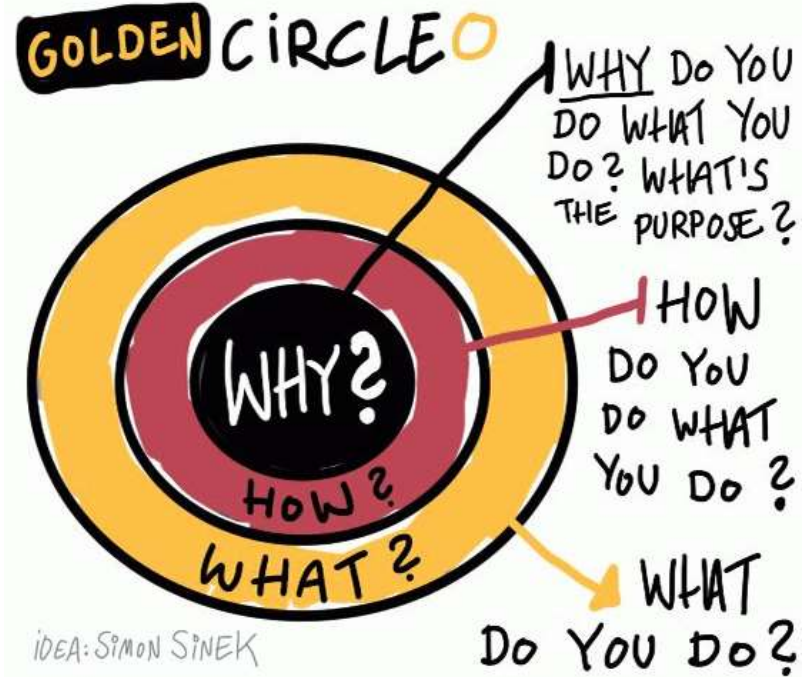
*In the 1970s, Facility Management was first used to describe a field of study that embraced “...the design and management of workplaces and their impact on the business conducted by the organisations that occupied them” (Price, 2007).*

...to enable people to  
do amazing work.





**TEDx**

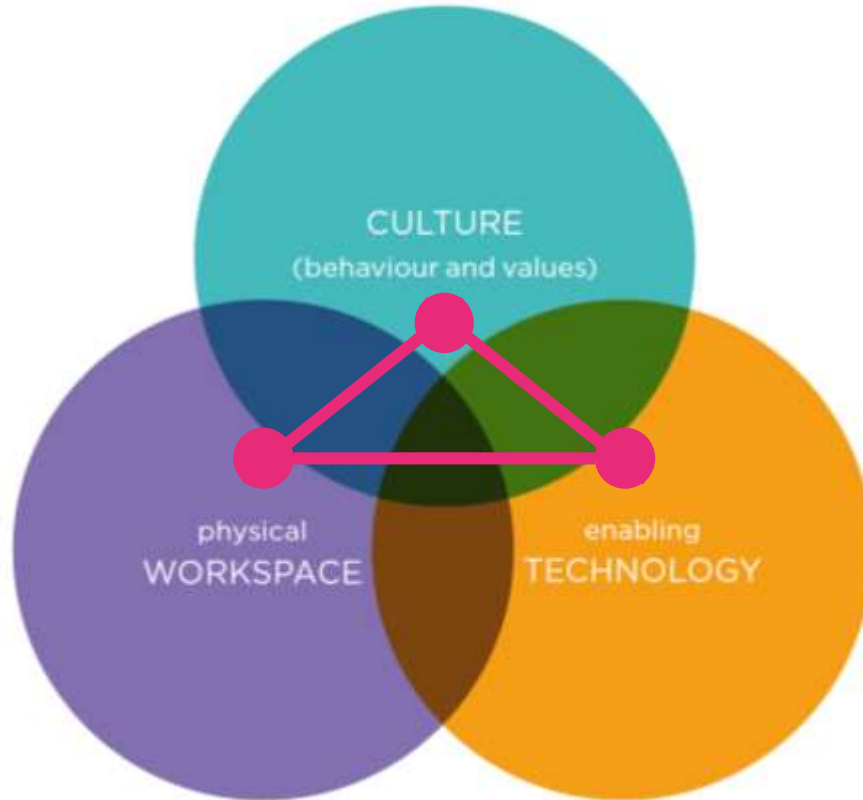


# Perceptions

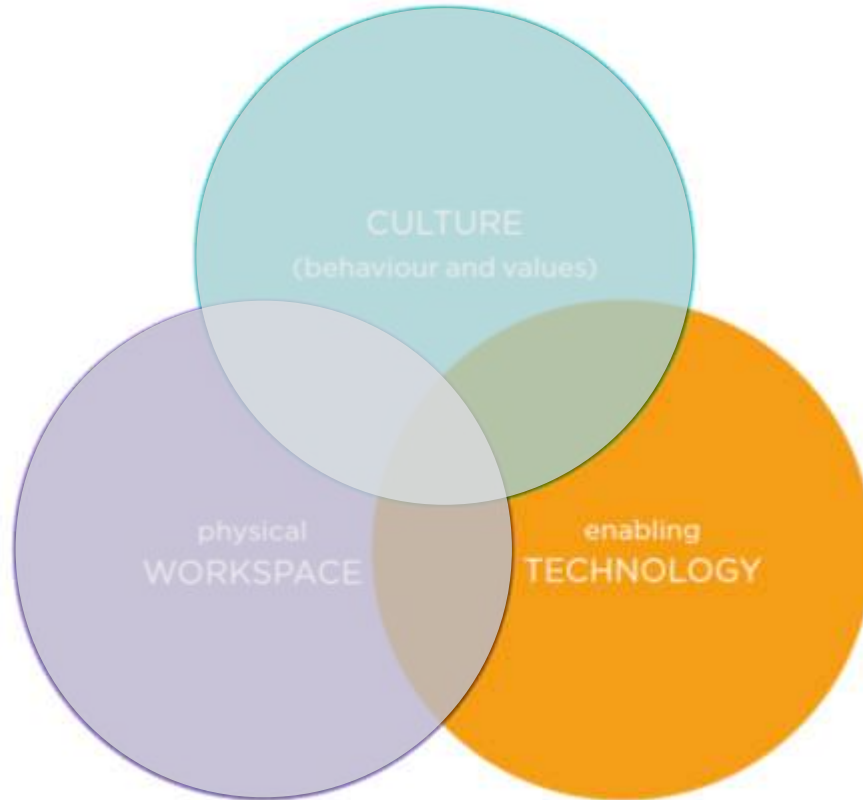
## What is the role of FM?



## The three overlapping components of workplace

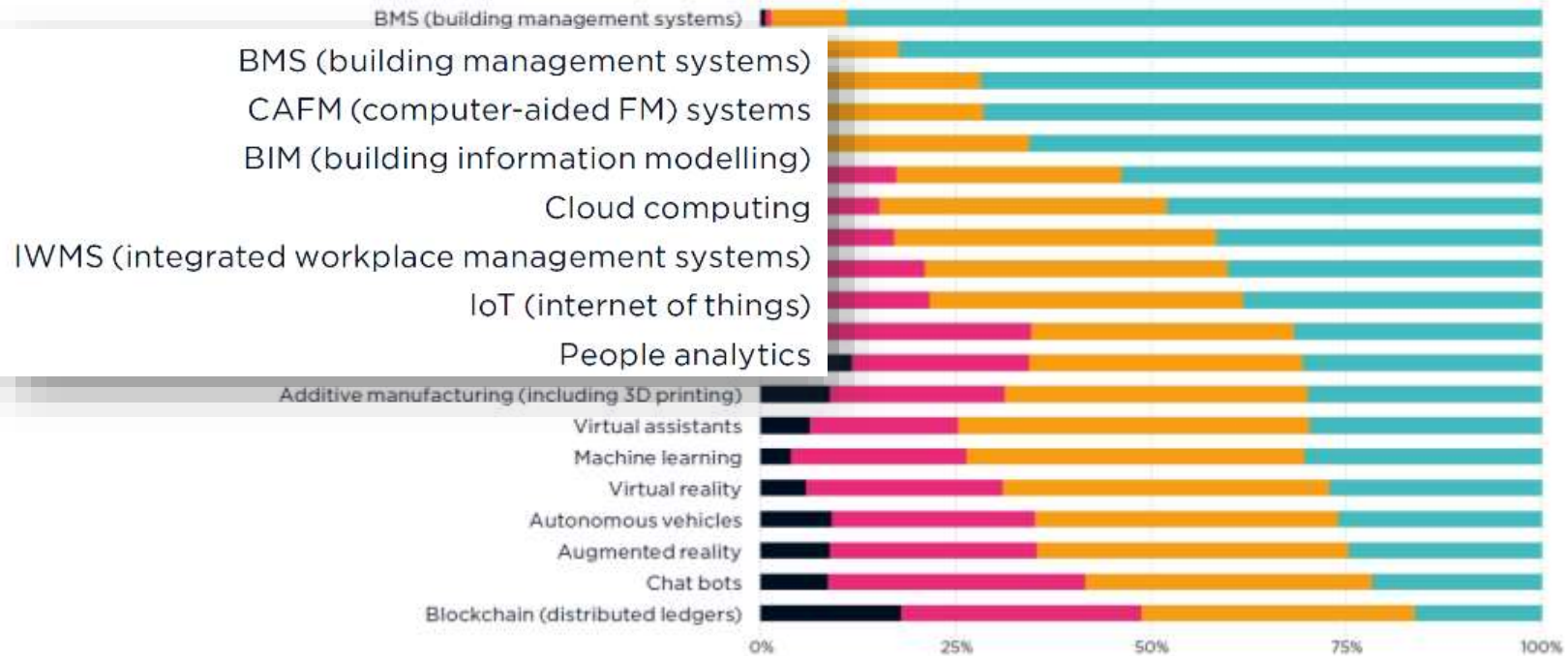


## The three overlapping components of workplace

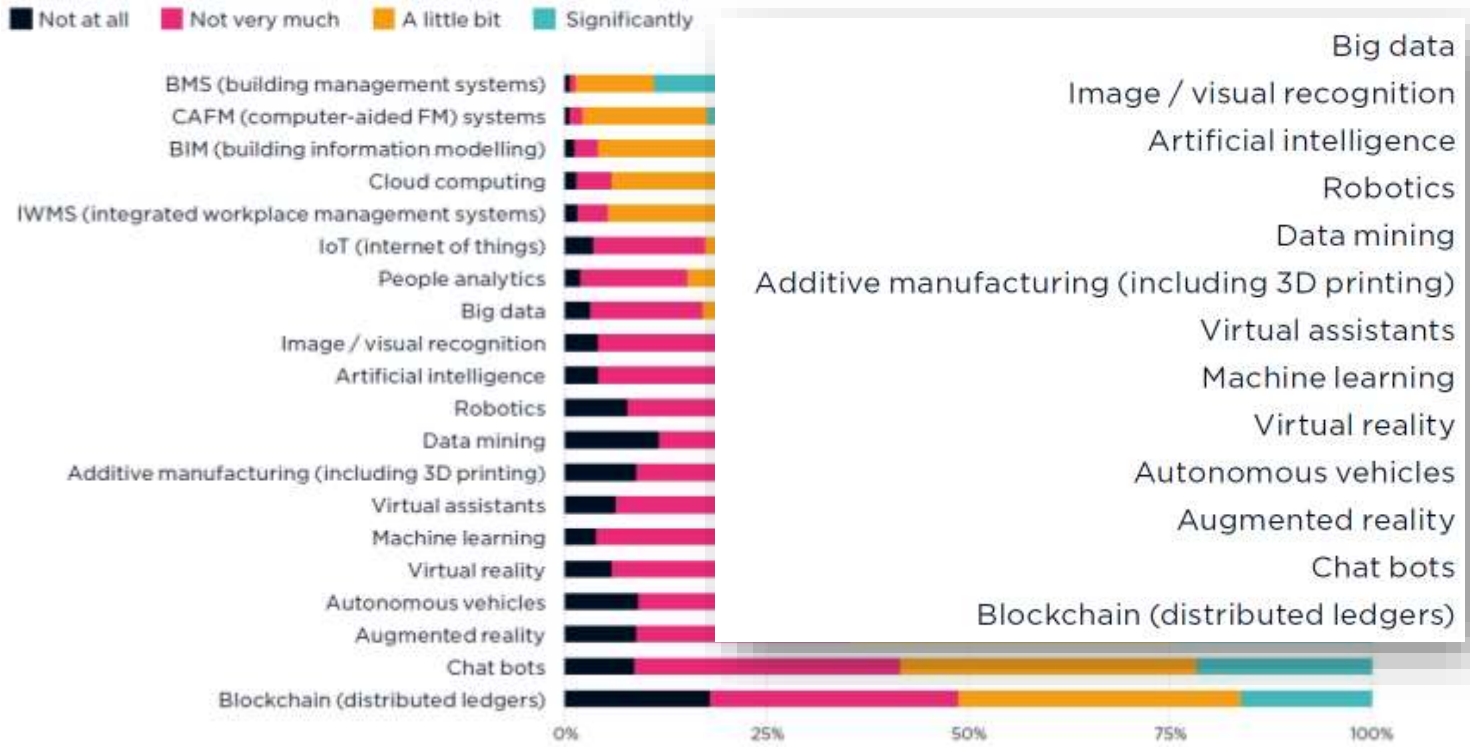


**How much do you think the following technologies will play a role in FM in the next ten years?  
(from the 2018 pulse survey)**

Not at all
  Not very much
  A little bit
  Significantly



**How much do you think the following technologies will play a role in FM in the next ten years?  
(from the 2018 pulse survey)**



## Potential for automation of facilities management activities:

Automation potential



High

Low

Activity	Predictability (5=high)	Complexity (5=low)	Human touch (5=unimportant)	Automation Potential
Strategic planning	1	1	1.5	3.5
Procurement	3.5	3.5	4	11
Finance / admin	4	3.5	4	11.5
Compliance	4	3.5	3.5	11
Contract management	3	3	2.5	8.5
People management	1.5	1.5	1	4
Stakeholder management	1.5	1.5	1	4
Change management	1	1	1	3
Risk management	3.5	3.5	3.5	10.5
Project management	3	3	2.5	8.5
Estates management	3.5	3	3.5	10
Asset management	3.5	3.5	3.5	10.5
Space management	3	3	2.5	8.5
Corporate social responsibility	1.5	1.5	2	5



## Potential for automation of facilities services

Automation potential



High

Low

Activity	Predictability (5=high)	Complexity (5=low)	Human touch (5=unimportant)	Automation Potential
Helpdesk	4.5	4.5	3.5	12.5
Cleaning	5	4.5	4.5	14
Catering	5	4	4	13
Security	4.5	4	3.5	12
Building maintenance	3	3	4	10
Grounds maintenance	4.5	4	5	13.5
Utilities management	5	3.5	5	13.5
Reception/concierge	4	4.5	2.5	11
Switchboard	5	4.5	4	13.5
Conferencing	4	4.5	3.5	12
Office/mail services	4	4	4.5	12.5
Logistics/supplies	4.5	4	4.5	13
Fleet	3	3	4.5	10.5



# Exponential

Do we truly understand the term?

- Chris Martenson, Economic researcher, writer and trend forecaster
- Argues that we can't think 'exponential'. Our brains aren't wired to.



# Exponential

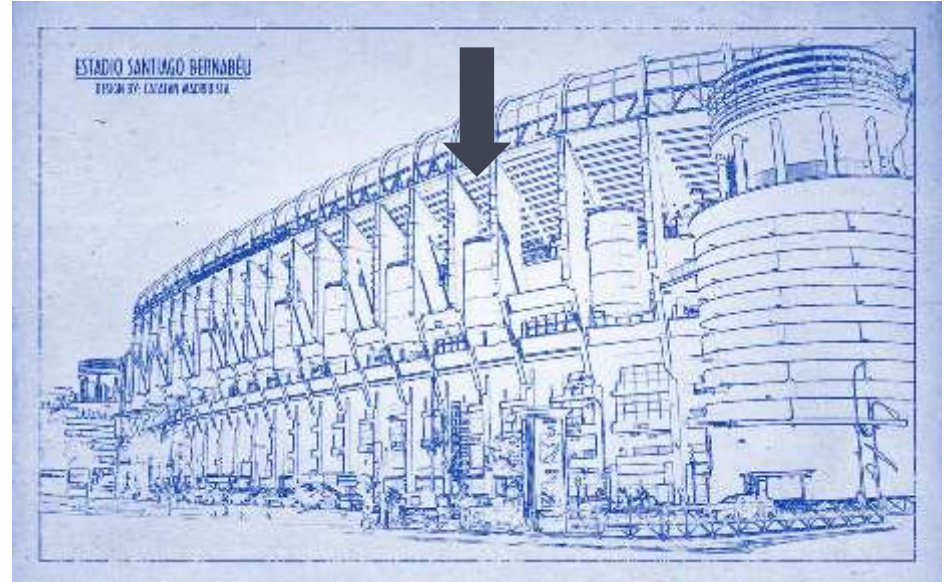
Do we truly understand the term?



# Exponential

## Do we truly understand the term?

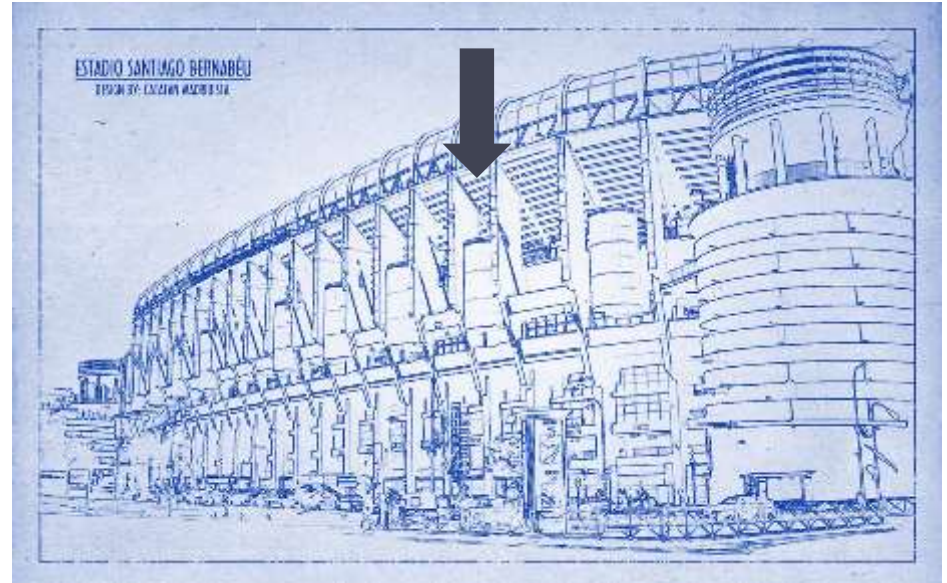
- Place a tap on the centre circle.
- A drop will come out every minute.
- The drops coming out will increase exponentially. They will double in size each time.
- We're going to place you here.
- In handcuffs.



# Exponential

Do we truly understand the term?

- 12.00pm
- 12.50pm
- 97% empty
- 12.45pm
- You go from virtually nothing to danger in five minutes



# Exponential

We've seen it before



# NETFLIX

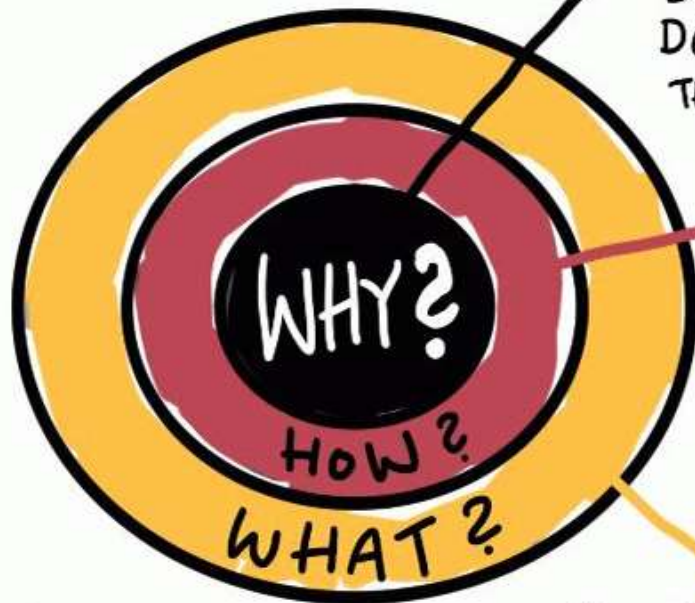
# Kodak

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# GOLDEN CIRCLE



WHY DO YOU  
DO WHAT YOU  
DO? WHAT'S  
THE PURPOSE?

HOW  
DO YOU  
DO WHAT  
YOU DO?

WHAT  
DO YOU DO?

IDEA: SIMON SINEK

## Potential for automation of facilities services

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# WHAT

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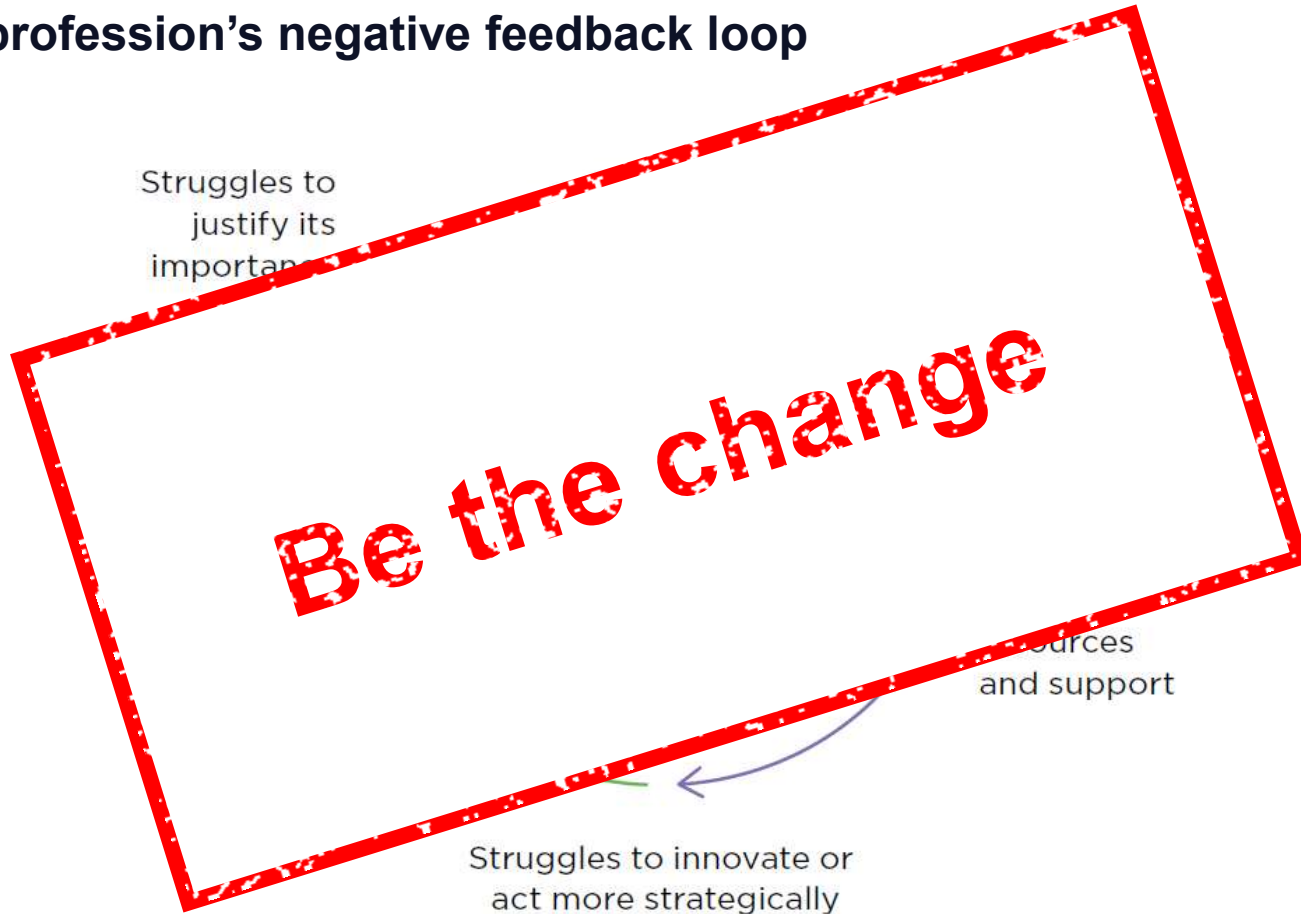
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# WHY

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# The FM profession's negative feedback loop





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@ChrisMoriarty3

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