



IFMA's
**World
Workplace**®
Your Facility
Conference & Expo

Oct. 3 - 5, 2018 | Charlotte, North Carolina
Charlotte Convention Center

Meet at the Intersection of **People and Place**

7.06 The under appreciated FM?

How to add, create and bring value to
your organization.

October 5, 2018



the under appreciated fm?

How to add, create and bring value to your organization.

WWP 10.5.2018

Lesley Groff, CFM & Alana F. Dunoff, FMP, IFMA Fellow

your hosts

Alana F. Dunoff, FMP, IFMA Fellow

Strategic Facility Planner, AFD Facility Planning
Adjunct Professor, Temple University
IFMA Qualified Instructor, FMP Credential
27 years in FM



Lesley Groff, CFM

Sr. Supervisor Buildings & Grounds,
UGI Utilities, Inc.
26 years in FM



our agenda



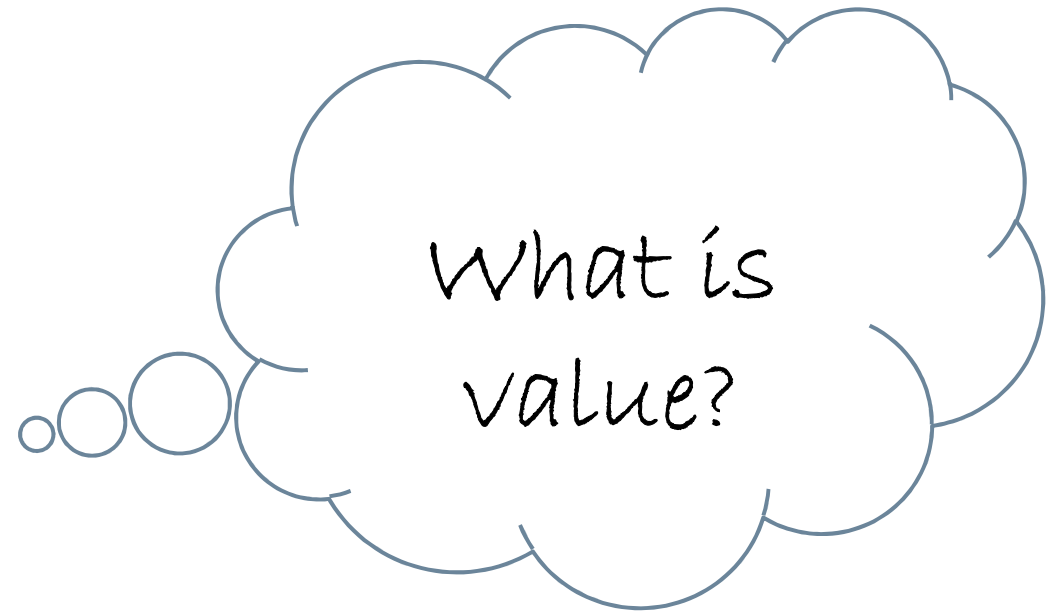
1. Introduction, *what is value?*
2. “round” table conversations
3. tactical strategies for creating, adding and bringing value
4. wrap up





introduction

what is value?

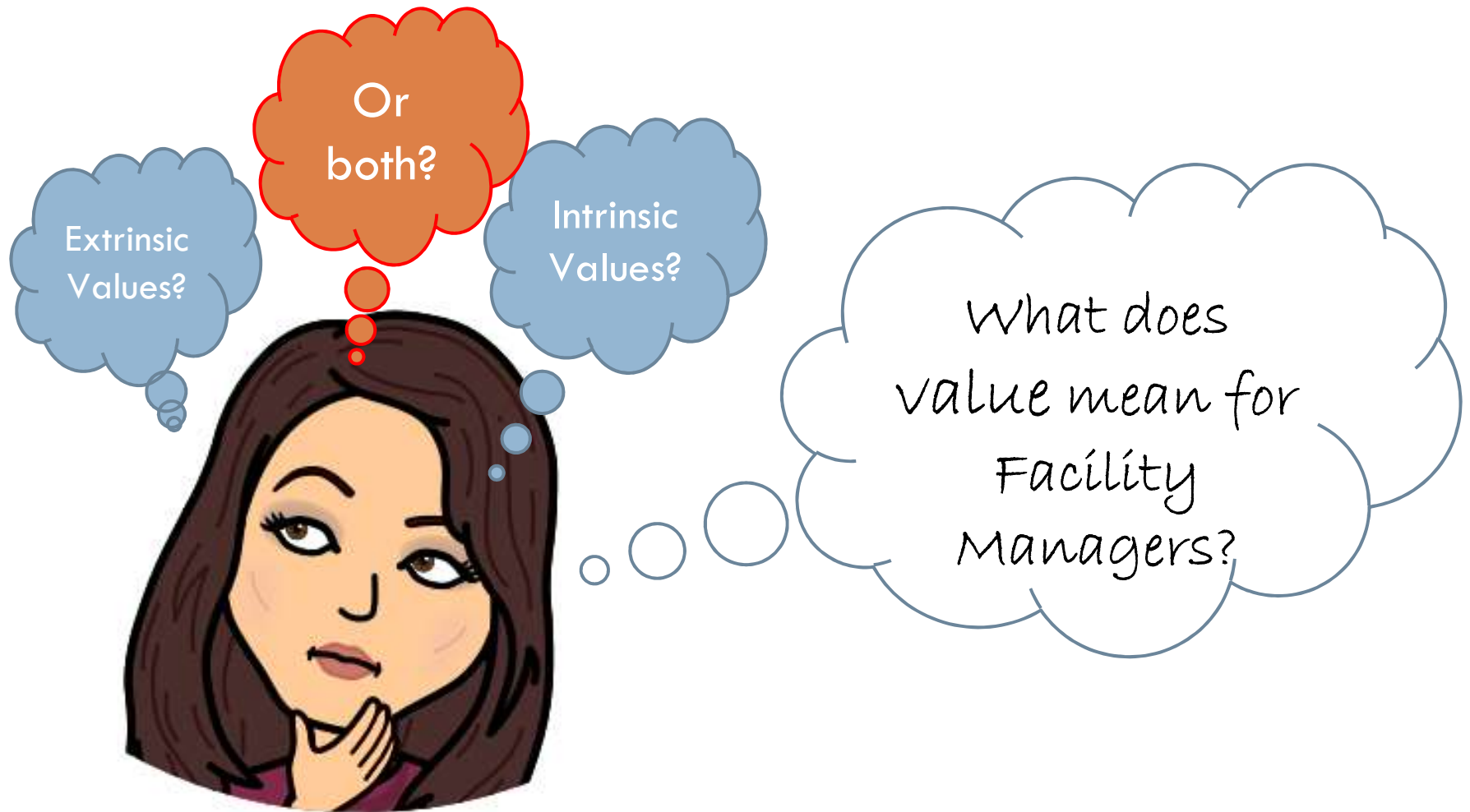




A word cloud featuring various phrases of appreciation and praise. The words are arranged in a roughly circular shape, with some phrases repeated multiple times. The colors used for the text include dark blue, red, green, purple, and yellow. The phrases include:

- great work
- thank you
- valued
- nice work
- contribution
- appreciated
- individual

The most prominent words, shown in the largest font sizes, are "appreciated" (dark blue), "valued" (purple), "great work" (red), "thank you" (red), "nice work" (green), and "contribution" (green).



Extrinsic
Values?

Or
both?

Intrinsic
Values?

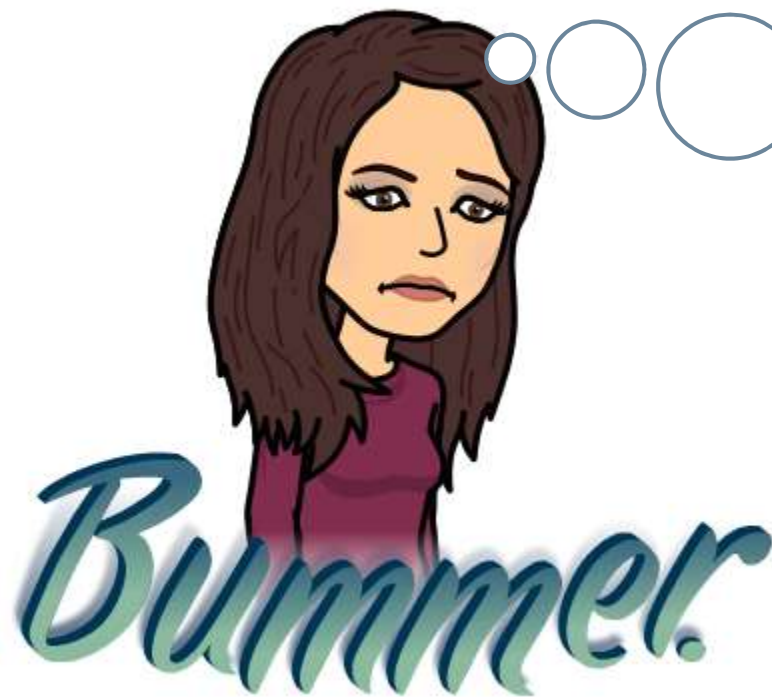
What does
value mean for
Facility
Managers?



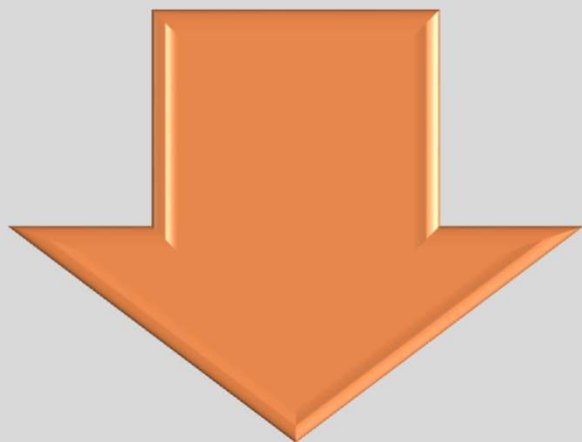
Why do FMs
struggle to
share their
value?



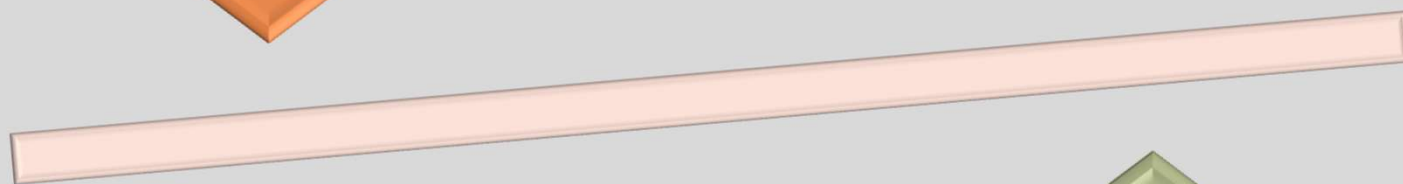
Blackbird SR71



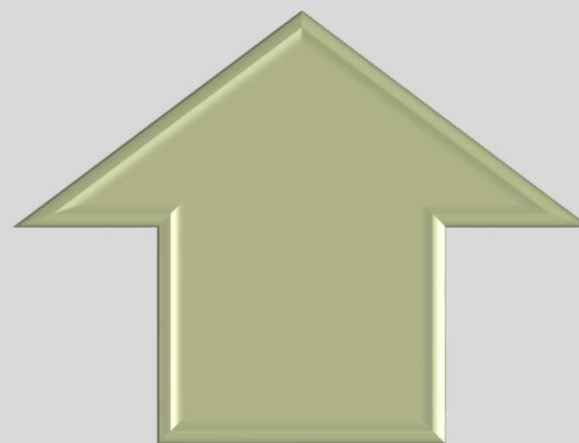
I do so much for
my organization
... does anyone
recognize the
value I bring?



Under the
radar



Recognized
value



round circle conversations

time for you to talk
please say **Hi** to your circle
mates; each circle needs a
volunteer **scribe** (*there are
stickies and markers*)



question 1

Does your organization value fm?

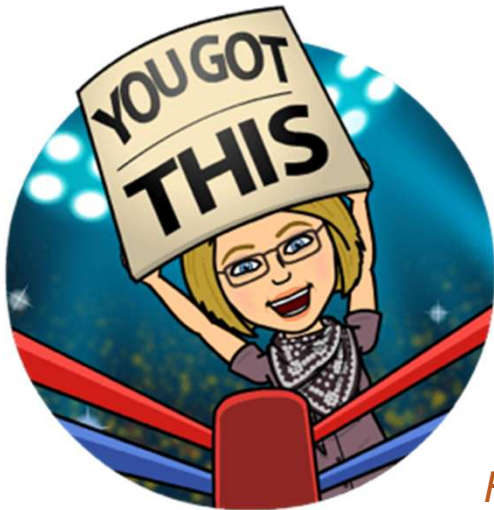
on a scale of 1 – 4:

- 1 – No, they don't get what we do
- 2 – Only when they need something
- 3 – There are good days and bad days
- 4 – Yes, we are seen as a valued partner



Write your number down on a sticky note, we will collect it

question 2



What is your FM value proposition?
Or said another way, what is your
elevator pitch on the value of FM
to your organization?

For example: Our goal is to provide a functional, productive, safe and aesthetically pleasing space where people want to come to work.

Discuss & write your thoughts on sticky notes. We will share!

question 2 What is your FM value proposition?



Attendees Words

- You need us
- Bring us in early
- We are everything
- We support culture and customer service
- Ask how's it going? Anything we can help you with today?
- We focus on everything so you can focus on what you to focus on
- Our job is to prepare the facility so that it is a ready for the daily activity of the organization.
- We keep the business running
- Provide a safe consistent environment for employees

question 2 What is your FM value proposition?



Attendees Words continued

- We keep things running in the background so you can do your job efficiently
- Provide a secure and reliable environment for our clients and partners
- We support the over mission of our organization. Without FM, the organization could not function, we add value.
- FM delivers and supports the corporate culture
- We serve the organization by setting the stage and creating the environment for the education of our guests and the preservations of the collections and the comfort of our staff.
- We work to ensure that everything works in the office

question 2 What is your FM value proposition?



Attendees Words continued

- How are you? Do you need anything? What's going on in your area?
- My job is to make it so people don't think about my job but focus on theirs. We are everything.
- Buffer for or between our tenants and Landlord. Decision maker for the landlord/owner.
- Provide facilities in a manner that invites people to use the building and allows them to focus on their core functions.
- Provide support needed to help employees perform at highest level
- Customer comes first safe work environment – keep the lights on
- Let's figure out how we are going to get that done.
- We focus on the employees and running office so business can focus on their job

question 1 – results from surveys



Does your organization value fm?

Where we “are”

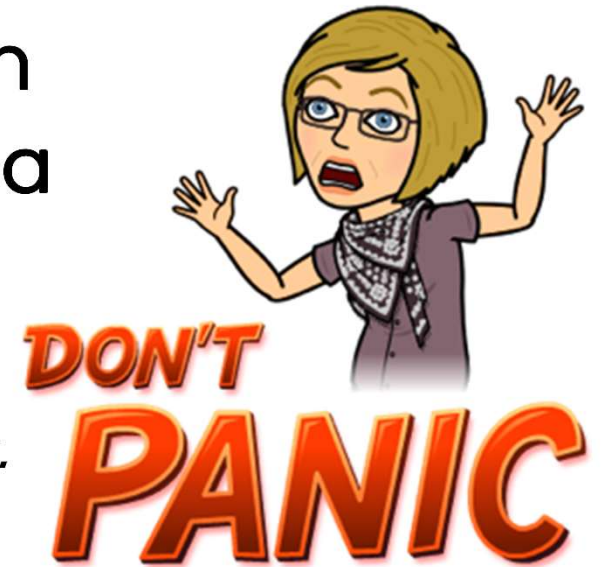
on a scale of 1 – 4:

	pre WWP survey	WWP
1 – No, they don’t get what we do	7%	3%
2 – Only when they need something	27%	27%
3 – There are good days and bad days	27%	57%
4 – Yes, we are seen as a valued partner	40%	13%

question 3

How do you build an organization that promotes your FM value on a daily basis?

*Discuss & write your thoughts on sticky notes.
We will share!*



question 3 How do you build an organization that promotes your FM value on a daily basis?

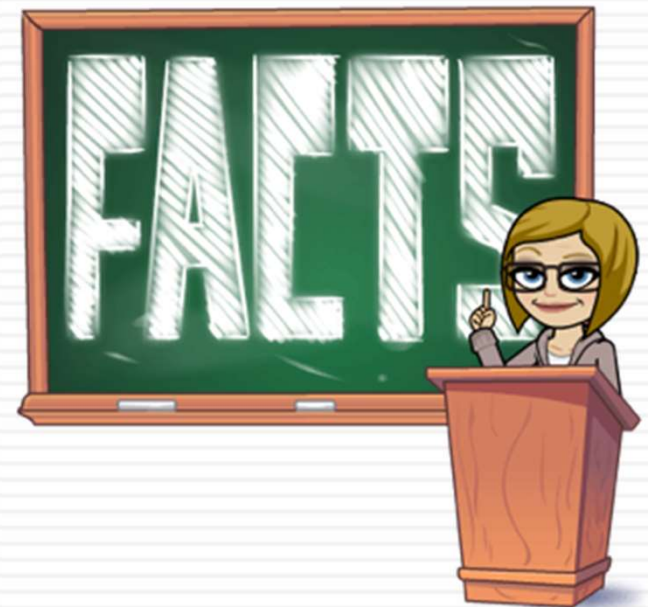
- Periodic Facilities update or tips for conservation and other things
- Communication and Balance
- Show the data!
- FaceTime – bringing that personal touch to the client. One on one at their location
- Meeting with each other.
- Customer service
- Commination data – the story, sharing info, over communicating,
- Facilities university
- Customer perspective

question 3 How do you build an organization that promotes your FM value on a daily basis?

- Transparency
- Metrics
- Communication
- Share reports on work orders on plasma screens & # of lamps placed etc.
- Be Seen
- Show transparency
- Update work orders in real time
- Weekly regional roundup
- Include avenues for answers/help
- Over communicate
 - Track – share rewards
 - Accomplishments “make it great”
 - Facilities University for customers
- Communication – what we do,
 - show data by tracking and shopping,
 - share accomplishments – retro fits, PM’s, etc.
 - Hot information topics

tactical strategies

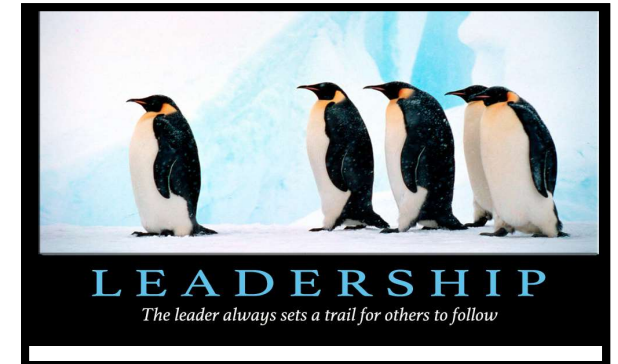
*for creating, adding and
bringing value*



the foundation for creating value



tactical strategies – education & training



educate your
organization

train and appreciate
your staff (EQ)

lead & live by
example

tactical strategies – relationship management



find champions

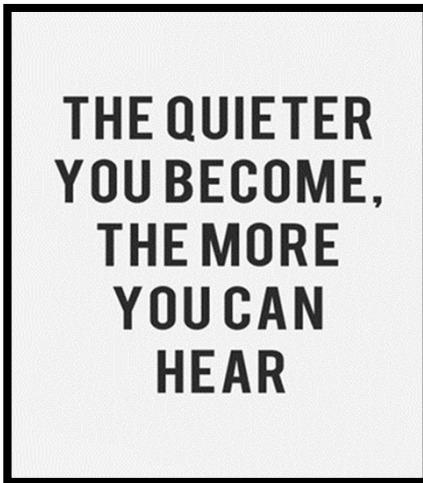


stakeholder &
customer focused



build trust

tactical strategies – customer service



listen

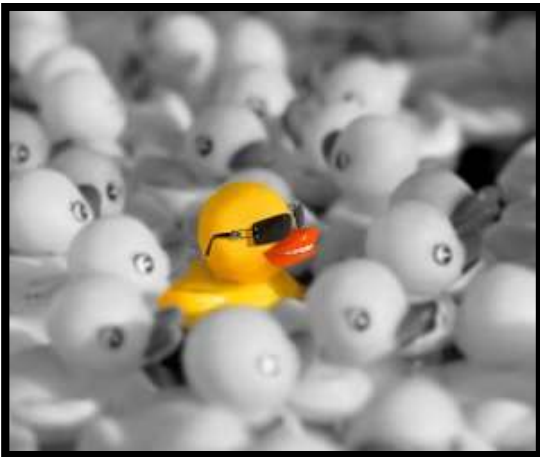


insert yourself into
everything



have a magic
wand

tactical strategies – marketing



be visible



branding and
promotion



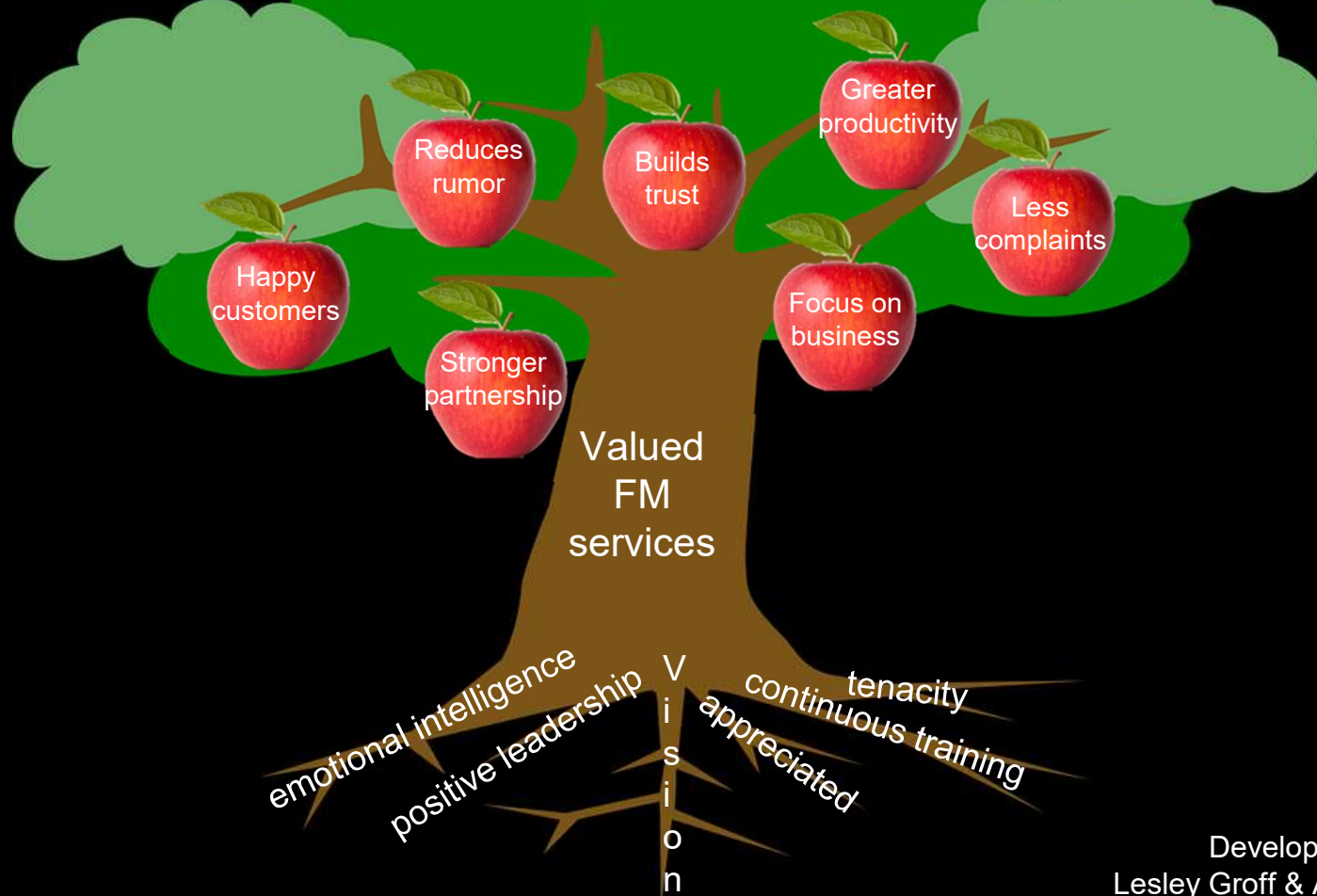
communicate

final wrap up



Adding, Creating & Bringing Value

Building The FM Tree of Value



Developed by
Lesley Groff & Alana Dunoff

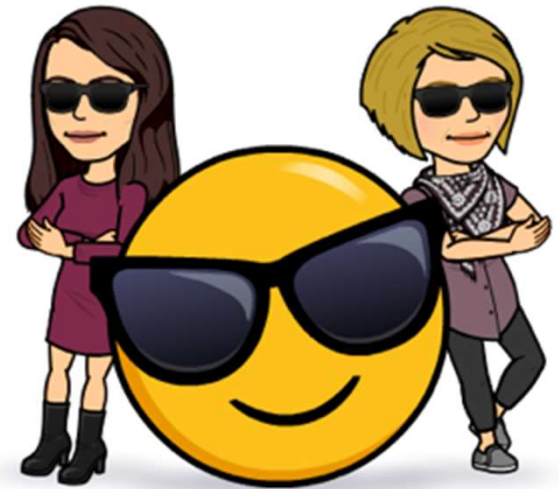
question 4

What are your 1-2 big take aways from today?

Write them on sticky notes

Bring your ideas and

BUSINESS CARDS up here to the podium. We will send out all of our notes and ideas from today.



question 4



What are your 1-2 big take aways from today?

- You need us
 - Tools, environment, increased production
- Bang for your \$
- Bring us in early – speed up the process
- Educate your team – ensure that they know the elevator pitch
- We are everything you see, touch, around you.
- We eliminate the need for you to worry about anything but your job.

Thank you

Lesley Groff, CFM, Sr. Supervisor Buildings & Grounds, UGI Utilities, Inc.

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Thank you to all those photographers who we borrowed photos from



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Your Feedback is Valued!

Please take the time to **Evaluate Sessions**

Log into the Attendee Service Center

<http://worldworkplace.ifma.org/features/attendee-service-center>

CEU Questions



1. The foundation of creating value includes customer service, relationship management, marketing, and education and training. **TRUE**
2. Most organizations completely and totally understand what the facilities management department does. **FALSE**
3. It is too time consuming and expensive to show your FM staff how much you appreciate the work they do. **FALSE**
4. One challenge for many FMs is how to educate their organization on all the many services they provide on a daily basis **TRUE**
5. FMs are always appreciated. **FALSE**



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CEUs & CFM® Maintenance Activities

You are eligible to receive Continuing Education Units and Certified Facility Manager® maintenance activity credit for attending sessions at IFMA's World Workplace.

To receive CEU points, you must add the US\$12 processing fee to your registration. (Full Event PLUS! registration includes the CEU processing fee.)

To Receive 1 CFM Maintenance Activity (6 required for recertification)

- Record your attendance for the three-day conference on your CFM Recertification Form in CAMP. Credentials Staff can verify your attendance.
- At re-certification time, submit your completed CFM Recertification Form.

Managing CEUs:

- Log into the **Attendee Service Center**: <http://worldworkplace.ifma.org/features/attendee-service-center>
 - Your log-in information was sent to you when you registered for the conference.
 - Click "Start CEU Process" on the left-hand side.
 - Click "Start" next to the session you attended.
 - Complete the session evaluation.
 - Click "Start Test" next to the session.
- After passing the test, your certificate will be available for download.

****If you wish to receive CEUs or LUs for other organizations, you must contact those organizations for instructions on reporting credit hours.**