

# Facility Management Leadership Institute

## *Leading Through Education*

Serving Ontario Education, Healthcare and Municipalities.

To: Suppliers to Facility Management

Topic: Corporate membership - opportunity for growth and competitive advantage.

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**First the Institute concept, then the business opportunity.**

It's no secret that Facility Management is a tough job. Most feel frustrated, stressed, resentful and unappreciated. These emotions are symptoms of two problems:

**1. Their situation:** Facility Managers are trapped between aging facilities, inadequate funding and government policies that make it harder to do their jobs. This isn't to say that they aren't doing "as well as can be expected" holding things together day to day. But if they look into the future, it doesn't look bright. Their deferred renewal gap grows each year, along with the reactive maintenance workload. It's not surprising that many are quietly holding on until retirement. The younger generation quickly learns that it's going to take more than energy to turn things around.

**2. An outdated business model:** It may have worked many years ago when populations were growing, and facilities were new, but it doesn't work today. The situation and needs are much different. Clearly there is a need to radically rethink and renew the facility management business model. But it's hard for Facility Management to do that when they are up to their eyeballs in reactive problems, not to mention lacking in know-how and resources. It's the goal of FMLI to help remove those barriers.

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## The Facility Management Leadership Institute Concept:

Create a space where Facility Management can come together to:

- a. Declare the shared goal to “make it a pleasure to come to work every day” - what a concept!
- b. Reinvent their business model to make that goal a reality. To be accomplished with the support of resource people who can help carry it through to implementation.

## Some of the new model components for exploration:

- Leadership language templates to create commitment for a better future.
- Generating a compelling vision of the future.
- New role of Facility Management as strategy leaders & business system design managers.
- Repositioning the strategic role of Facilities.
- Creating compelling metrics. Medical model. Provides educational leverage for action.
- Facility Strategy development process to engage senior management and generate better, more timely decisions.
- Supplier partnering strategies for personal leverage and performance breakthrough.
- Communications strategies to leverage success and imprint successes.
- **Strategy to create funding for organizational renewal. And new capital for facilities.**

**Supplier partnering: the key to performance breakthrough.** On a personal note, I have worked with Facility Management since the mid-90s to help create supplier partnerships that create amazing performance breakthroughs. An education goal for FMLI will be to encourage Facility Management to look at each functional area for opportunities to gain personal leverage and performance jumps through supplier partnerships. That will mean shifting from buying products and services to aggressively pursuing **performance-based supplier partnerships**. That puts the supplier in the role of co- designer and co-manager of a part of the customer’s operation.

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**The Case for Corporate Membership:** Obviously one role is to help underwrite the costs and make the Institute possible -- which prompts the question: What's in it for us? I think it boils down to two words: advantageous positioning!

Remember, the goal of FMLI is to educate Facility Management to seek supplier partnerships.

## **Return on investment:**

1. The spring and fall conferences will offer unique opportunities to gain a deeper understanding of the needs of your audience away from their work distractions.
2. You will participate in the big picture conversation about the link between their pain and their current business model. And you will be able to see the creation of the new business model.
3. You have opportunities for conversation about what that new business model should contain.
4. Determine how you fit into the new business model by helping Facility Management gain relief, personal productivity leverage and superior performance.
5. **In the end you will be positioned to answer the inevitable RFP (request for partnerships) with the advantage of having a deep understanding of their needs and what they are looking for in supplier partnerships.**

## **Corporate membership offer:**

- Sponsorship fee of \$2000.00 plus HST 13% \$260 = \$2,260. per workshop
- Your corporate branding on FMLI communications and in conference rooms
- Two attendees per company
- Each corporate partner to be acknowledged at the workshop
- Corporate partners will have input to enhance your FMI experience
- **You will be asked to respect one ground rule: NO SELLING. We are there to learn.**

**Spring conference: Hospitality evening April 15, Conference April 16<sup>th</sup>, 2014 @ the Delta Meadowvale Hotel, Mississauga.**

Register online at

<http://events.constantcontact.com/register/event?llr=6lbuz8jab&oeidk=a07e8specxqd461bd8c>

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For more information go to: <http://partneringdesigns.com/facility-managers-leadership-institute/> Facility Management Institute tab.

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