A global Workplace community focused on increasing Workplace Innovation & Consciousness

Our Speakers

Sr. WE Advisor
Chris Hood, Managing Director, Workplace Innovation, CBRE

Chair, Global Workplace Evolutionary
Kate North, VP of Global Development, e-Work.com

President and Chief Executive Officer
Tony Keane, CAE, International Facility Management Association

Sr. WE Advisor
Kate North, VP of Global Development, e-Work.com

IFMA Foundation Research Chair, Sr. WE Advisor
Michael Schley, IFMA Fellow, CEO and Founder, FM: Systems

President, CREC
James P. Ware, PhD, Executive Director The Future of Work, unlimited

IFMA Foundation Research Lead, Sr. WE Advisor
Nancy Sargood, IFMA Fellow, AIA Associate, Vice President Marketing and Communications, Manhattan
Introducing

Kate North
Chair, Workplace Evolutionaries
VP of Global Development, e-Work.com

Our Focus

Expand Workplace Innovation
Empower People
Evolve the Workplace
WE Mission

- To co-create workplace knowledge that will enhance workforce collaboration, productivity and experience.

- We will achieve this by bringing together members and thought leaders globally to share new ideas and research which will evolve the profession of workplace strategists, facility managers and real estate professionals worldwide.

Guiding Principles

- Welcoming & Inclusive
- Curious & Open
- Attract Diverse Thinking and Experience
- Build Global Intelligence
- Leverage Relationships & Resources
- Have Fun!
How WE are Organized

Research & Curation

Knowledge Curation
Adam Stoltz,
Director,
Strategy+ AECOM

IFMA Foundation Research Lead/
Sr. Advisor
Nancy Sanquist, IFMA Fellow, AIA Associate,
VP Marketing and Communications,
Manhattan Software

WE Research Advisor
Andrew Laing, PhD.
Global Practice Leader,
Strategy+ AECOM

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Workplace Innovation

ID WP Opportunities Capture Data
Building and Selling the Business Case
Developing the Program
Piloting
Full Integration
Going Global and Scaling
Evolving

WP 1.0
WP 2.0
WP 3.0

Workplace Innovation Orchestrators
Ed Nolan, Head of Enterprise Business Development, Liquid Space
Mark Gilbreath, CEO/Founder/Skipper, Liquid Space

Connect: Academic & Industry

Academic Institution Liaison
Andrea Wolf-Strike MCR.w, Canadian Lead Consulting, Gensler

Industry Liaison / Well-Being
Sue Schmidt, Sr. Principle, Well-Being Design, Healthways, Inc.

Industry & Academic Affiliations

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Global WE Ambassadors

Global Ambassador Lead
Erik Jaspers
CTO
Planon

Sharing & Connecting

LinkedIn Community Leader
Paul Carter, Founder, Occupiers Journal

Social Media Integrator
Matthew Stegmeier, Workplace Change Management Consultant, Stegmeier Consulting Group Consultants

Website Advisor
Tom Harnish, Senior Scientist, Global Workplace Analytics

PR & Newsletter
Kate Lister, President, Global Workplace Analytics

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WE:binar Series

Proposed first six topics
Criteria: best speakers, hot topics, non-politically affiliated

1. The rise, and rise again, of the City: Frank Duffy - confirmed
2. Well Being: John Blumenfeld, Sue Schmidt, Dr. Karen Lee & Joanna Frank
3. Chronotomology: Alexi Marmot
4. What’s hot in research: Frank Becker
5. Co-Working: Mark Gilbreath and TBD
6. Human Capital Trends: TBD

Member Experience

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Tracking Progress

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Financial Tracking & Mgmt
Peter Icely
Newmark Grubb Knight Frank

Sr. Advisor / CREC Treasurer
Diane Coles, Director, Workplace Solutions
SCAN Health Plan

WE Membership

What you get....

• Research & Knowledge
• Workplace Innovation
• Leadership roles
• WE:binar
• Newsletter
• LinkedIn WE Groups
• Website
• Twitter
• Facility Fusion
• World Workplace
• WE Summit

$179.00 IFMA
Local Chapter Dues
$55.00 per council
$25.00 Foundation Donation
Approx. $259.00 Total

Membership Lead
Glen Dirks,
VP Customer Success, Better Workplace
Welcome to IFMA!

President and CEO IFMA
Tony Keane, CAE

Chair IFMA
Marc Liciardello, CFM, MBA, CM

Vision
Serve as the resource and representative for facility management

Mission
Advance the facility management profession

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IFMA

- Founded in 1980
- 23,107 members in 85 countries
- 130 chapters and 17 councils
- 2,956 Certified Facility Managers®
- 3,728 Facility Management Professionals
- Members manage 37 billion sq. ft. of built space
- US$100 billion annual purchasing power (members)

Products & Services

Learn
- Conferences & exposition
- Education
- Accredited programs
- Credentials
  - CFM®
  - FMP™
  - SFP

Connect
- Membership
- Chapter
- Council
- Events
- Contact lists
- Website
- Sponsorships

Advance
- Research & Advocacy
- FMJ
- JobNet
- Leadership Development
- Advertising
The Facility Management Continuum

The IFMA Community

- A support system of individuals united by a common interest in strengthening the resources and opportunities available to the FM profession.
- The IFMA community has an invested interest in its own future, sharing ideas and solutions to improve industry- and world-wide practices.
- The collective ingenuity of the community produces programs and opportunities that reinforce IFMA’s position as a leader in education, information and collaboration.
The IFMA Community

- **Chapters** are a local source of facility management education, information and interaction. Chapters are geographically based groups of facility management professionals.
- **Councils** are special-interest groups reflecting the diverse types of facilities and job responsibilities represented by IFMA members. Councils provide opportunities for interaction that transcend geographic boundaries, enabling members to meet other professionals who share an interest in a particular FM practice or who work in the same business sector.
- **What distinguishes councils from chapters?**
  Councils focus on FM topics related to a specific industry or interest area. Chapters are geographically based groups of facility management professionals.

The IFMA Opportunity

- The best way to truly benefit from IFMA membership, make a difference in the FM community and make your mark on the profession is to take full advantage of the IFMA opportunity:

  GET INVOLVED. GET ACTIVE.

- IFMA provides the opportunities. It’s up to you to decide what to take advantage of, based on your individual needs, interests, schedule, budget and level of commitment.
Introducing

Diane Coles Levine
Sr. WE Advisor, IFMA Foundation Board Member, CREC Treasurer

Director, Workplace Solutions, SCAN Health Plan
A global Workplace community focused on Increasing Workplace Innovation & Consciousness

Bronze Sponsors
Gensler
Hayworth
Kayhan International
Panduit
United Interiors

The Progression to WE

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Accredited Degree Programs

**Asia / Oceania**
1. Hong Kong Polytechnic University, Kowloon, Hong Kong
2. SIM University, Singapore
3. Temasek Polytechnic, Singapore
4. University of Sydney, Australia

**Europe**
1. FH Kufstein Tirol, Austria
2. Hanze University Groningen, The Netherlands
3. NHTV Breda University of Applied Science, Saxion, The Netherlands
4. Saxion Universities of Applied Sciences, Deventer, The Netherlands
5. Leeds Metropolitan University, Leeds, UK
6. University College London, London, UK

**North America**
1. Brigham Young University, Provo, Utah
2. Community College of Philadelphia
3. Conestoga College Institute of Technology, Ontario, Canada
4. Cornell University, Ithaca, New York
5. Ferris State University, Big Rapids, Michigan
6. Georgia Institute of Technology, Atlanta, Georgia
7. Pratt Institute, Manhattan, New York, New York
8. Rochester Institute of Technology, New York
9. Southern Polytechnic State University, Atlanta
10. University of Minnesota, St. Paul
11. Wentworth Institute of Technology, Boston, Massachusetts
12. TCI – College of Technology, New York, New York
**IFMA Foundation: Learn More**

www.ifmafoundation.org

Jeff Tafel, CAE  
Executive Director  
Jeff.Tafel@ifma.org

Steve Lockwood, CFM  
Director of Academic Affairs  
Steve.Lockwood@ifma.org

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**Introducing**

Jim Ware  
President, CREC & Sr. WE Advisor  
PhD, Executive Director The Future of Work...unlimited
WE is a part of the Corporate Real Estate Council

CREC’s Mission

The Corporate Real Estate Council focuses on the real estate and facility issues affecting the day-to-day operations endemic to corporate America.

Focus areas include: Workplace innovation, national and global real estate leasing/occupancy trends, corporate resource management, service delivery trends and Web-based real estate technology.
Introducing

Michael Schley
IFMA Foundation Research Chair,
IFMA Fellow, Sr. WE Advisor
CEO and Founder, FM: Systems

Workplace Strategy Summit 2012

The Premise
Yesterday’s Workplace theory has become today’s reality.
But . . .
What do we really know about Workplace effectiveness?
Where is the evidence?
So . . .
Workplace Strategy Summit 2012 at Cornell University
And ...
Proceedings book to be published in June 2013
Experts at the Summit

Frank Duffy
Founder, DEGW
Buildings-in-Use: The Necessity of User Research in the Context of Practice
- Office design with layers of time, longevity.
- Office as a pattern of communication.
- "How much longer can conventional, Twentieth Century spaces and places be justified in an increasingly virtual world?"

Susan Stucky
Services Design Manager, IBM Research
World Marketplaces: Whither the Workplace
- Crowdsourcing and Co-working.
- Market-based mechanisms.
- Work Design - issues of matching skills and projects.
- Atomization of Work
- Challenge of losing context.

Noboru Kenno
President, KIRC, Japan
Professor, Kyoto Institute of Technology
Organizational Knowledge Creation and "ba" or Shared Context in Motion
- Knowledge Based Organizations
- Model of Knowledge Creation
- Tactile/Explicit
- Role of Place in Knowledge Creation

Alexi Marmot
Founding Director, AMA, Professor and Department Head, University College, London
When Work, Where Work: The Time and Place of Work
- Global trends reducing hours of work.
- "Chronotomology" - Time + Work + Place

Warwick Johnson
Regional Director, Brookfield Multiplex, Australia
Delivering High-Performance Buildings: The One Shelly Street Experience
- Understanding what a "high performing building" is.
- Sustainability
- Activity Based Working
- Follow-up Surveys

Michael Joroff
Director Emeritus, MIT Laboratory for Architecture and Planning
The Importance of Every Place in a Blended Physical-Virtual World
- Supporting "platforms".
- Physical (Facility) + Virtual (IT)
- The idea of "Best Practice", oversimplifies.
- "There is no best practice, there’s only good practice in the situation you’re in."

Frank Becker
Professor and Co-Founder, Cornell University Facility Management and Planning Program
Director, Cornell International Workplace Studies Program
- Use of space to promote informal learning.
- Need for real evidence - risk of just talking to project champions.
- Importance of funding research.
- The need for Practice-based rather than academic-based research.

Philip Ross
CEO, Cordless Group, UK
Real-Time Real Estate (RETR)
Vision of Future Real Estate
- Self-aware Buildings
- Thin Clients
- Consumerization
- Driven by technology from outside the real estate field.
Content Explored in Working Groups

How Group Work is Done in a Distributed Environment
Michael Joroff, Susan Stucky, Philip Ross and Frank Duffy

Issues of Mentoring and Company Culture
Jim Ware, Alexi Marriot, Noboru Konno, Bethany Davis Swanson, Rosemary Kirkby

What to Measure, How to Measure
Frank Becker, Ellen Keable, Gary Evans, Stephen Robinson, Zona Strelitz

Roundtables
Unstructured Time

What’s Next

- Summit Proceedings Book - June 2013
- Defining the Research Agenda
- Workplace Evolutionaries
Introducing

Nancy Johnson Sanquist
IFMA Foundation Research Lead/ Sr. Advisor
IFMA Fellow, AIA Associate, Vice President Marketing and Communications, Manhattan

WE in IFMA

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WE in development

- IFMA Foundation Research
- Purpose
- how it is structured
- process of redefining
- how WE will be engaged and woven into the research strategy
- Introduce Andrew Laing – Research Advisor
- Inform the research agenda

What’s Next…

April 2-4, Facility Fusion in Los Angeles

- Tuesday
  - Hottest Trends in Real Estate
  - Workplace Innovation Around the World
  - Getting Ahead of FASB Changes
- Wednesday
  - IT, HR, & CRE/FM: Making Beautiful Music Together
  - Mixing It Up: The Future of Mixed-Use Buildings
  - It’s the Data, Stupid
  - In pursuit of a more Sustainable Academic Workplace
- Thursday
  - Redefining FM Education
  - Workplace Evolutionaries Launch!

Thursday, April 18th – 11:30 EDT

WE:binar: The rise, and rise again, of the City: Frank Duffy

Frank will share his ideas on the impact of shifting demographics on the form and population of cities using as a reference his observations as an Architectural advisor to the recent London Olympics
Questions?

THANK YOU!

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What’s Next...

April 2-4

April 18th

1. **The rise, and rise again, of the City**: Frank Duffy (confirmed)
   - Frank will share his ideas on the impact of shifting demographics on the form and population of cities using as a reference his observations as an Architectural advisor to the recent London Olympics.

2. **Well being**: John Blumenfeld, Sue Schmidt, Dr. Karen Lee, Joanna Frank
   - A discussion of well-being in the Workplace and what organizations are doing to improve the lives of their staff.

3. **Chronology**: Alexi Marmot
   - Alexi will examine what is seen as a global trend to lower the number of working hours (not me I hear!) but to reinvent the relationship of time, work and space.

4. **What’s hot in research**: Frank Becker
   - Frank will share what’s going on at Cornell in Workplace-related research and also his awareness of what others are thinking about in other research organizations.

5. **Liquidspace**: Mark Gilbreath
   - As the founder of one of the most innovative Workplace solutions we have seen for some time, Mark will share the story of its creation and where it’s going to lead us all.

6. **Human Capital Trends**: TBD
   - We are all detecting, at last, a real concern for people: what they think, what they like and how they work. With the impending retirement of the baby boomers, we are about to get a crash-course in how to make ourselves an attractive place to work.

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