EuroFM meets Bulgaria
Sofia 2016 Oct 20th-21st
Facility Management, a profession for the end user!!

EuroFM
EUROPEAN FACILITY MANAGEMENT NETWORK

HanzeResearch
University of Applied Sciences
NoorderRuimte, Area Development

hsd
health space design

Energy Academy Europe

A Building designed by and for its end users……..

Artist impression

The End User in the Center

Hanze University Groningen
Applied Sciences

EuroFM
European Facility Management Network

Hanzehogeschool Groningen
University of Applied Sciences

EuroFM
EUROPEAN FACILITY MANAGEMENT NETWORK

Ron van der Weerd LL.M Msc

- Program manager Real Estate and Campus Development
- Past Dean School of Facility Management
- Past chair LOOFD (Dutch Association Facility Management Education)
- Chair European Facility Management Network (EURO FM)
- Member FMN, IFMA, EuroFM, IFMEC, FMEX

Hanze University of Applied Sciences Groningen The Netherlands

- 27000 students, 3000 staff in research and education on FM
- > 160.000 m2 educational buildings and offices
- FM program:
  - One of nine programs in the Netherlands; the largest: 1200 students, 90 staff
  - Total 5000-6000 students in the Netherlands;
  - 500-700 in US/Canada

www.hanze.nl

BGFMA Sofia Oct. 20th-21st 2016

share your talent. move the world.

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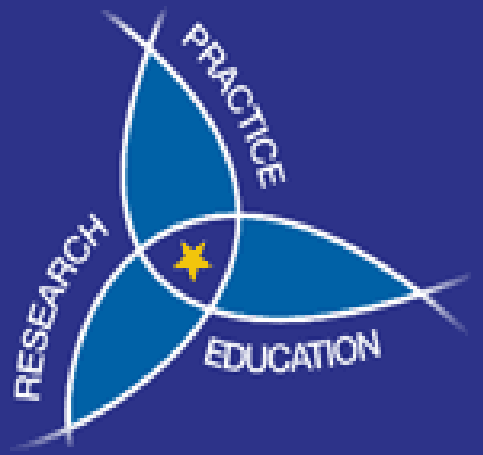

- **EuroFM is a FM network organization**
- **EuroFM is a meeting platform for:**
  - **Practice (Associations and Companies) = Practice Network Group (PNG)**
  - **Research (Universities and Companies) = Research Network Group (RNG)**
  - **Education (Universities and Companies) = Educational Network Group (ENG)**
  - **Companies/ Service providers = Corporate Associates Network Group (CANG)**

www.eurofm.org

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University of Applied Sciences

NoorderRuimte

What is FM?

IFMA Definition

"A profession that encompasses multiple disciplines to ensure functionality of the built environment by integrating people, place, process and technology."

EuroFM Definition

"Integration of processes within an organization to maintain and develop the agreed services which support the effectiveness of its primary activities."
- EN15221-1

New basic model

LOOFD Dutch Association Facility Management Education

Mission

“Facility management creates and adds value to organizations by facilitating, in a hospitable and flexible manner, the work activities and accommodation of individuals and groups in the areas of services and property management.”

Vision

“User-oriented, transparent provision of the optimum functioning of the property and the associated services with a special attention to social sustainability, wherein increasing client experience is of leading importance, resulting in the creation of value.”

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School of Facility Management

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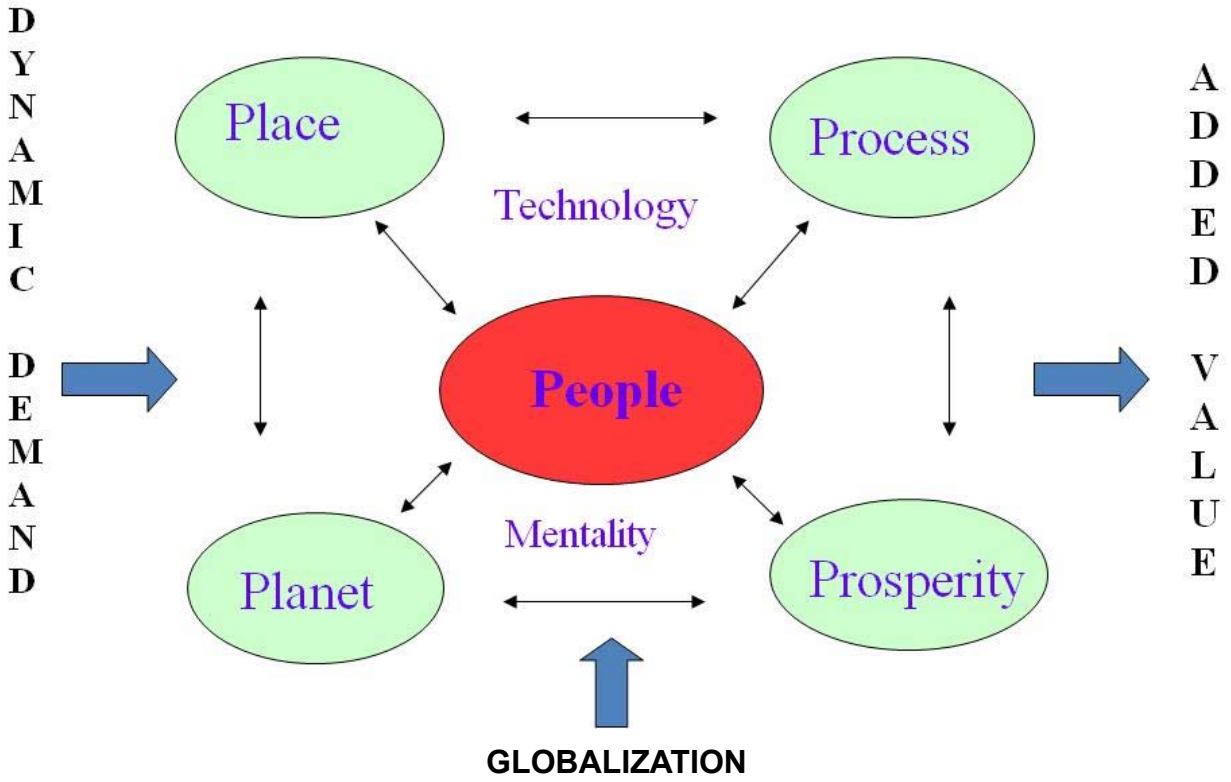
Facility Management:



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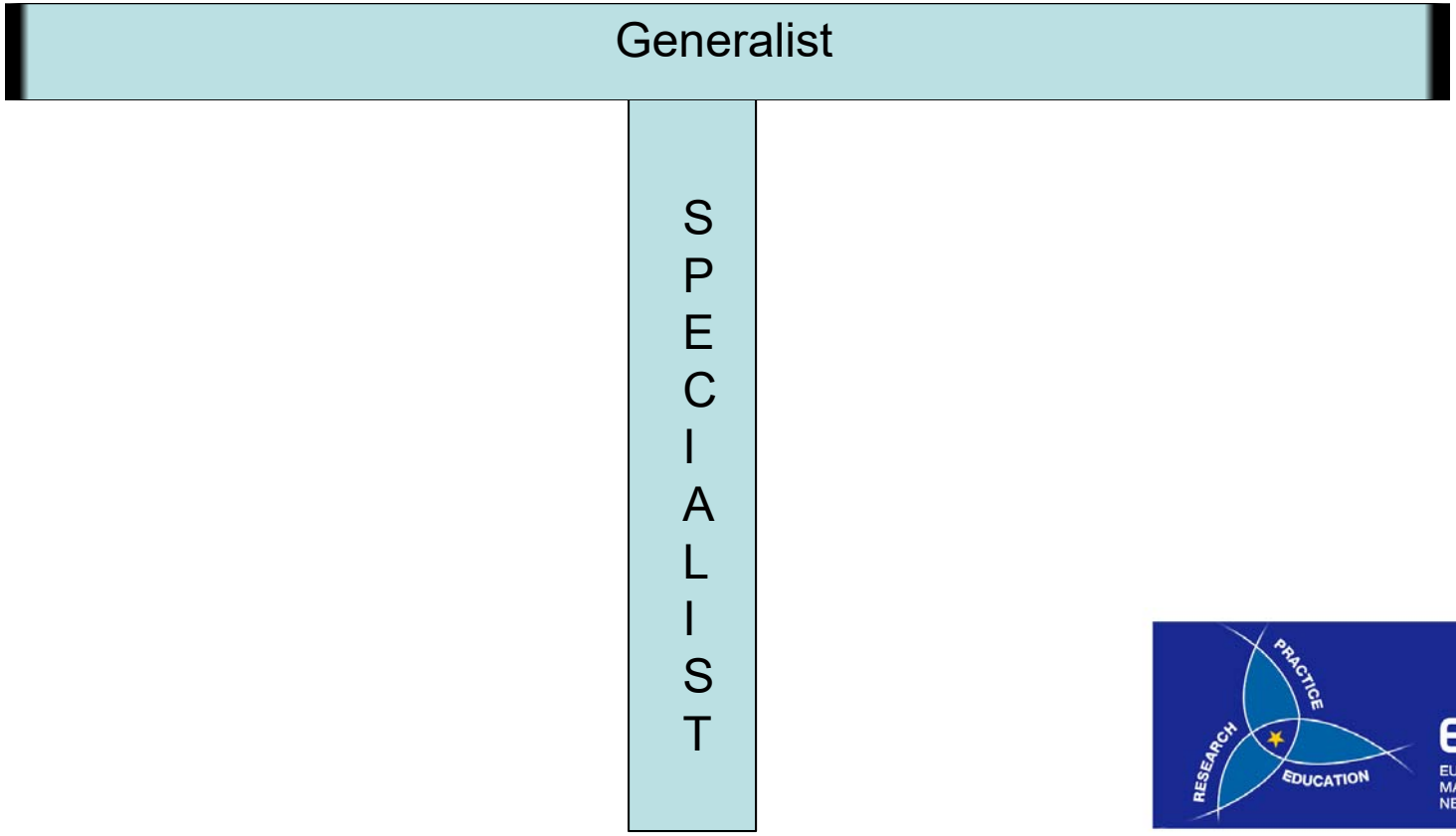
Is the Facility Manager T shaped professional?



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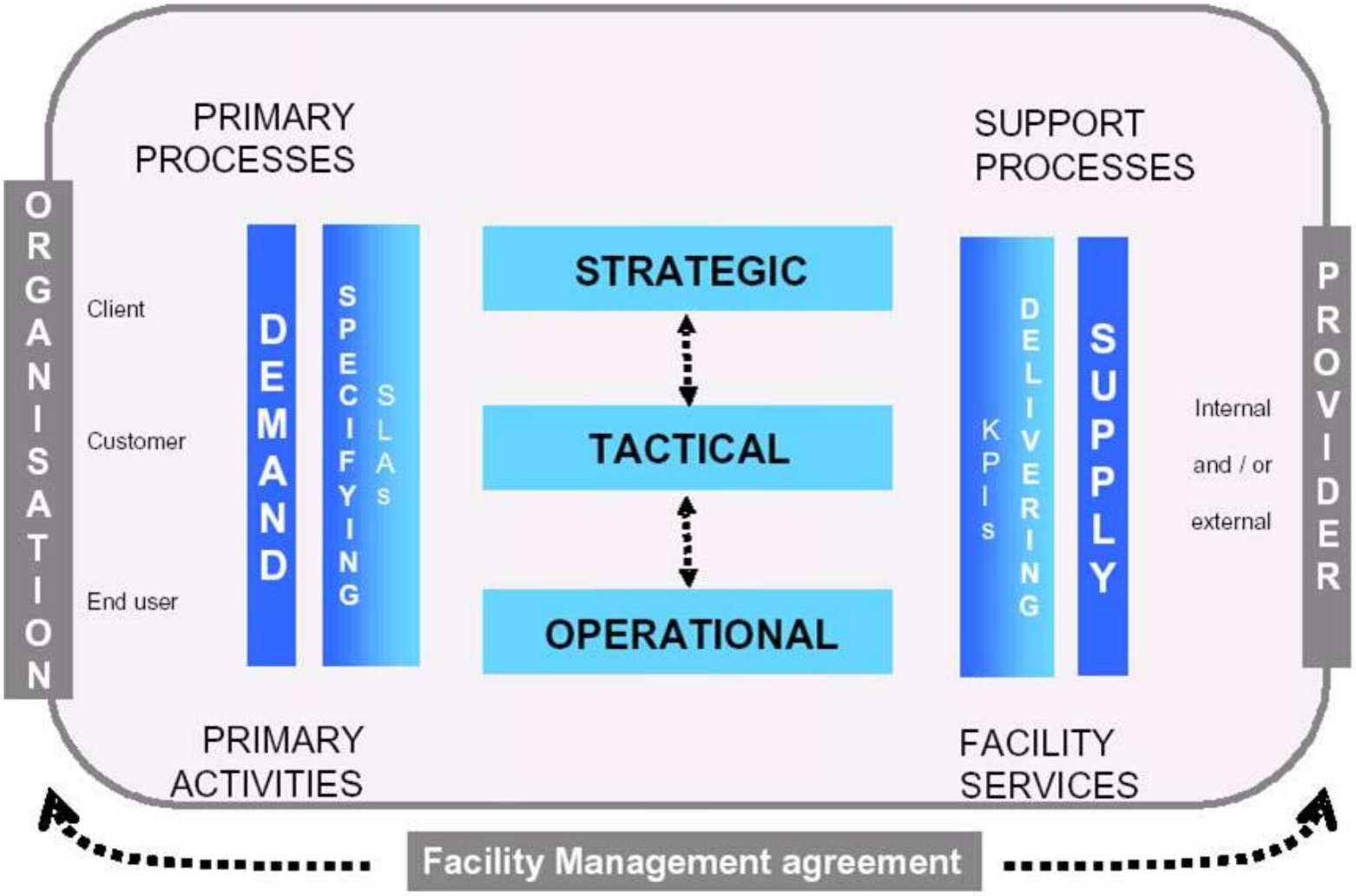
PRIMARY PROCESSES
SUPPORT PROCESSES
ORGANISATION
Client
Customer
End user
DEMAND
SPECIFYING
SLAs
STRATEGIC
TACTICAL
OPERATIONAL
KPIs
DELIVERING
SUPPLY
Internal
and / or
external
PROVIDER
PRIMARY ACTIVITIES
FACILITY SERVICES
Facility Management agreement

"Service to others is the rent you pay for your room here on earth."

Muhammad Ali, Boxer

FM Provides only one product: SERVICE

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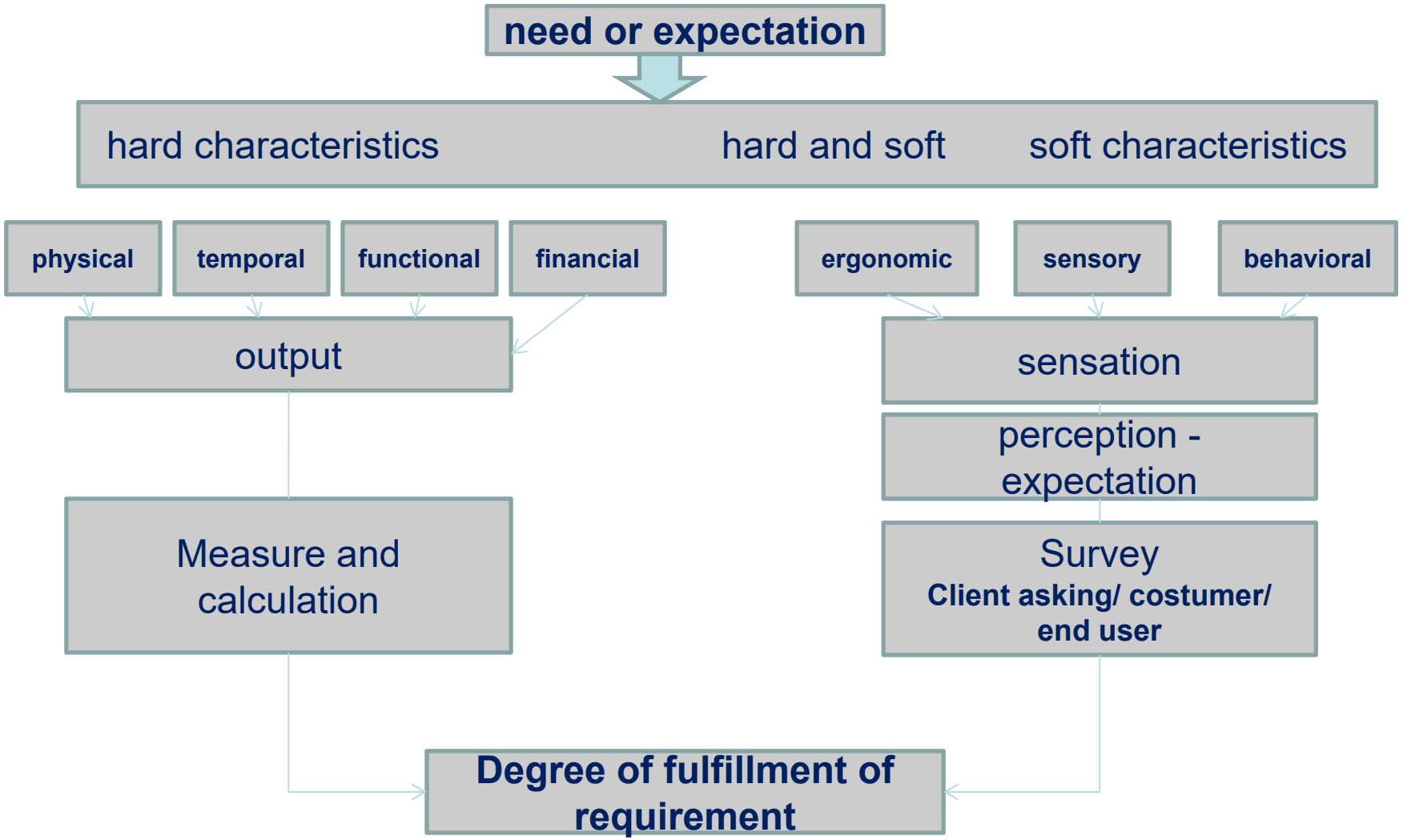

FM Provides only one product: SERVICE

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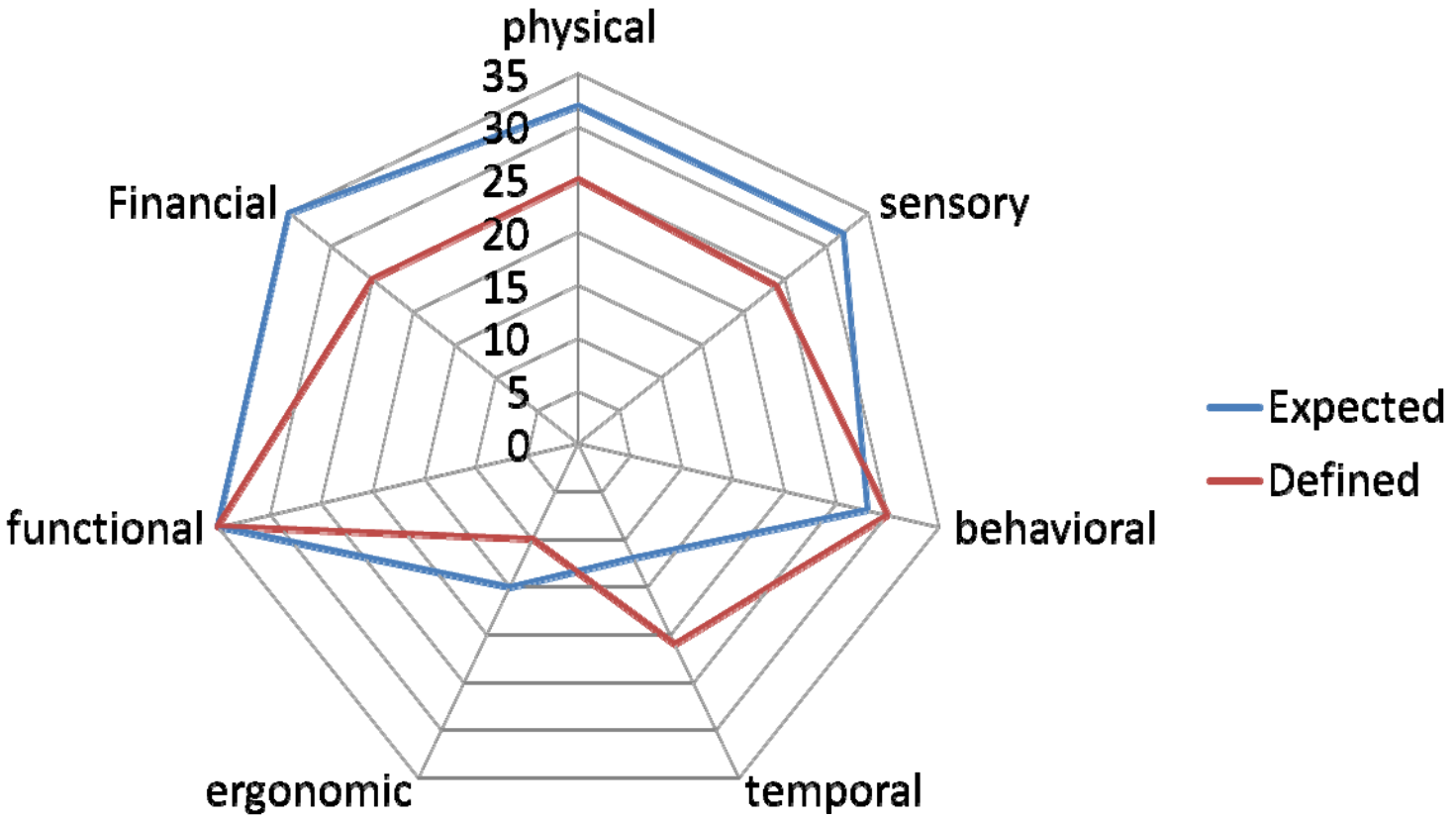

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Is de the Facility Manager a T shaped professional?

EN 15221 (1): Areas of FM

Space & Infrastructure

Accommodation, Workplace, Technical infrastructure, Cleaning

People & Organisation

Health, Safety and security, Hospitality, ICT, Logistics

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T shaped professional: YES

Business Administration

S&I — Space and Infra structure

FM= Link — **FM is linking specialist**

P&O — People and Organization

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RESEARCH PRACTICE EDUCATION

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University of Applied Sciences

Kenniscentrum NoorderRuimte

Facility Management:

Is about SPACE DESIGN and SERVICE DESIGN

- **Work SPACE design**
  - **HEALTH SPACE design**

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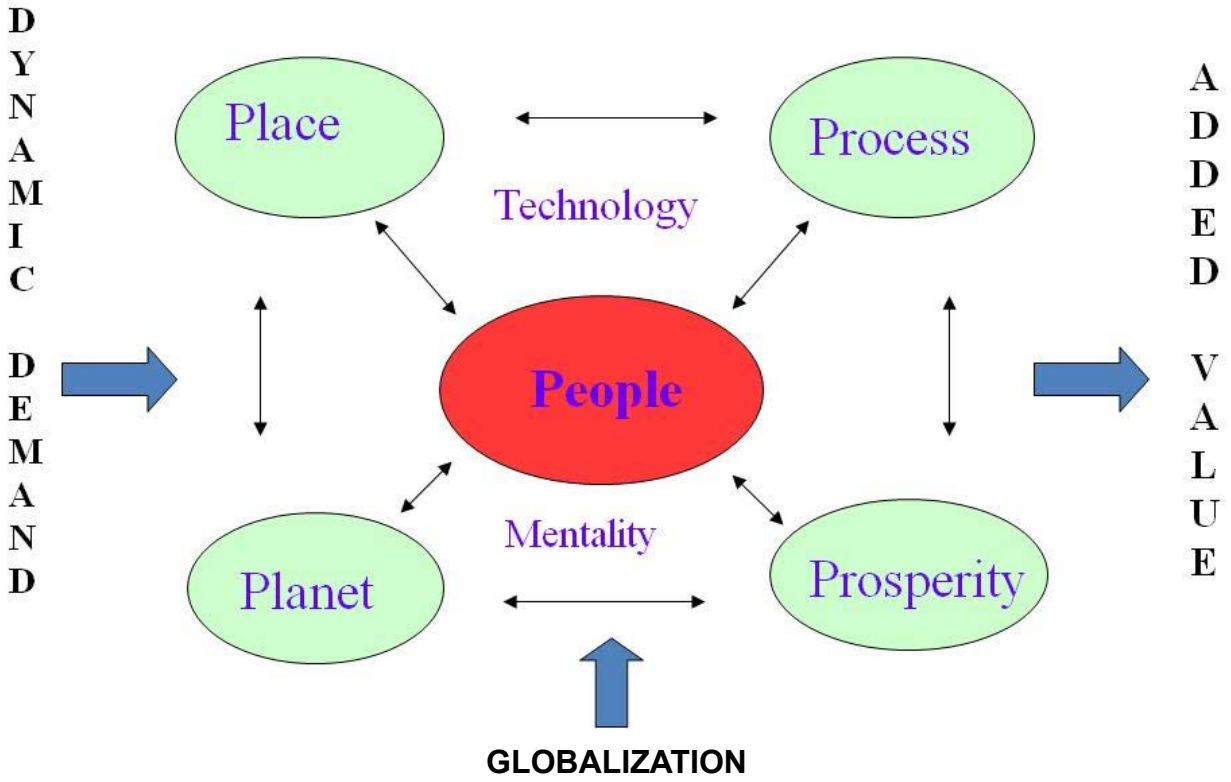
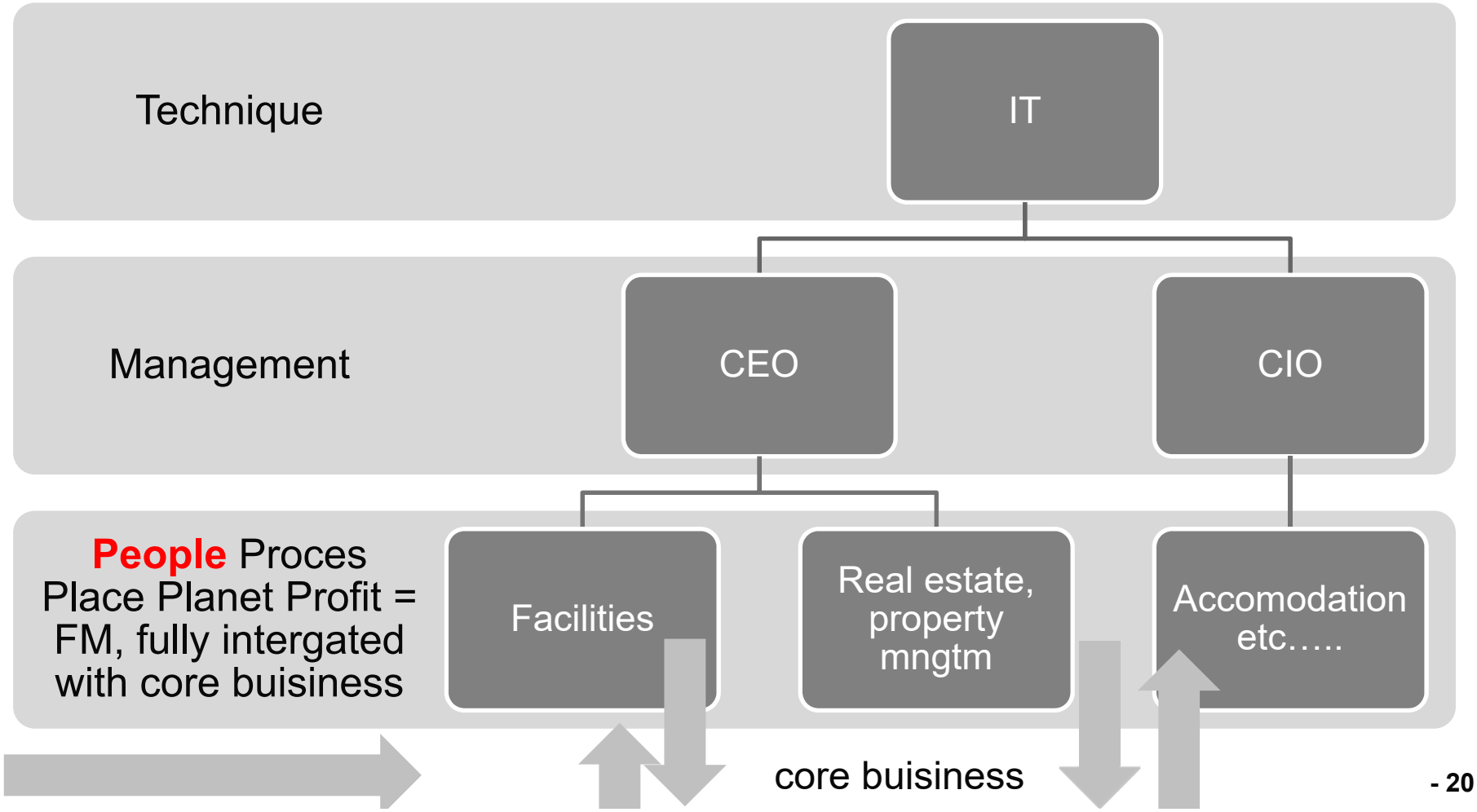
Facility Management:



Technique and IT determining FM more and more



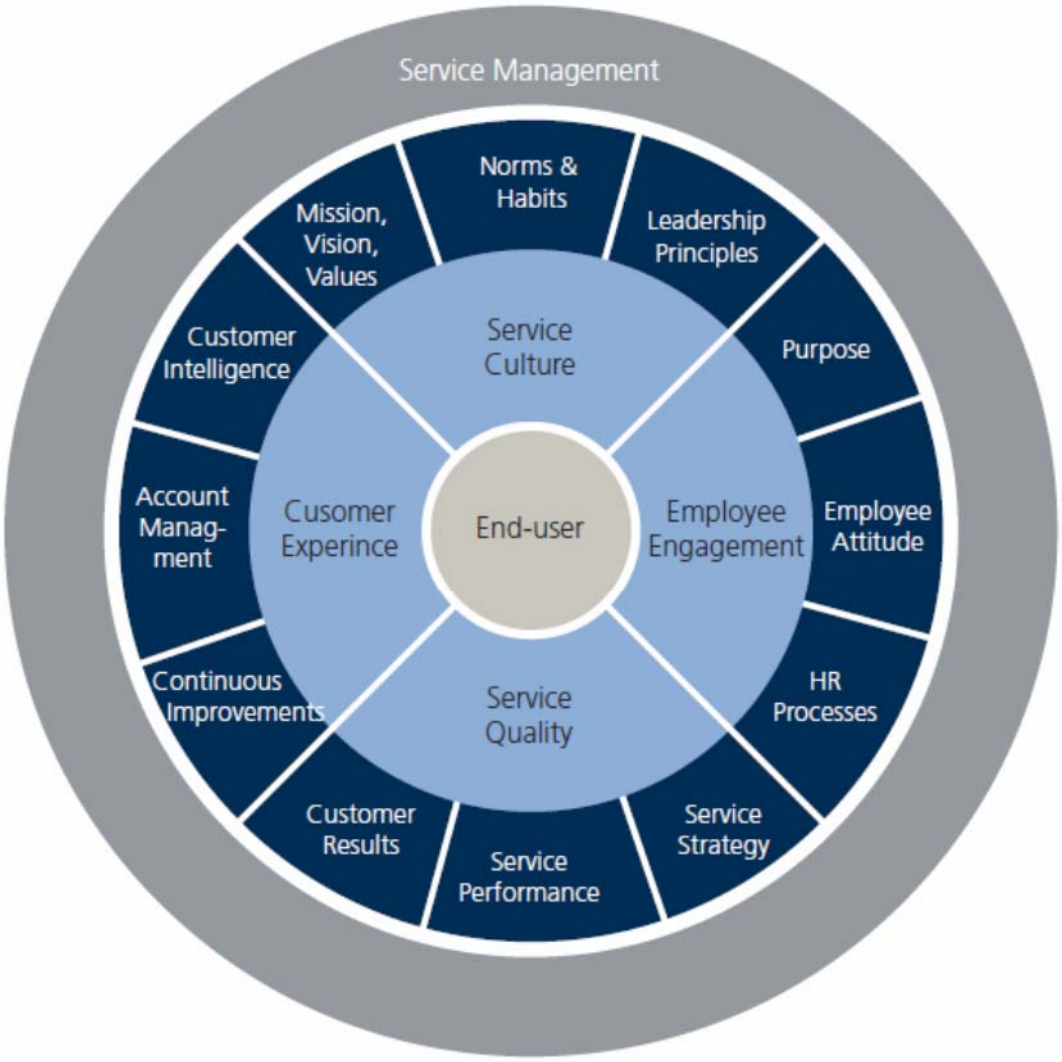


Figure 5: Service Management model, Andersen M. & Ankerstjerne P. (Source: Service Management 3.0 - Linking Customer Experience with Employee Engagement, 2015)

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ISS 2020 Vision

Future of Service Management

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Design: Group Marketing, ISS
Print: October 2016
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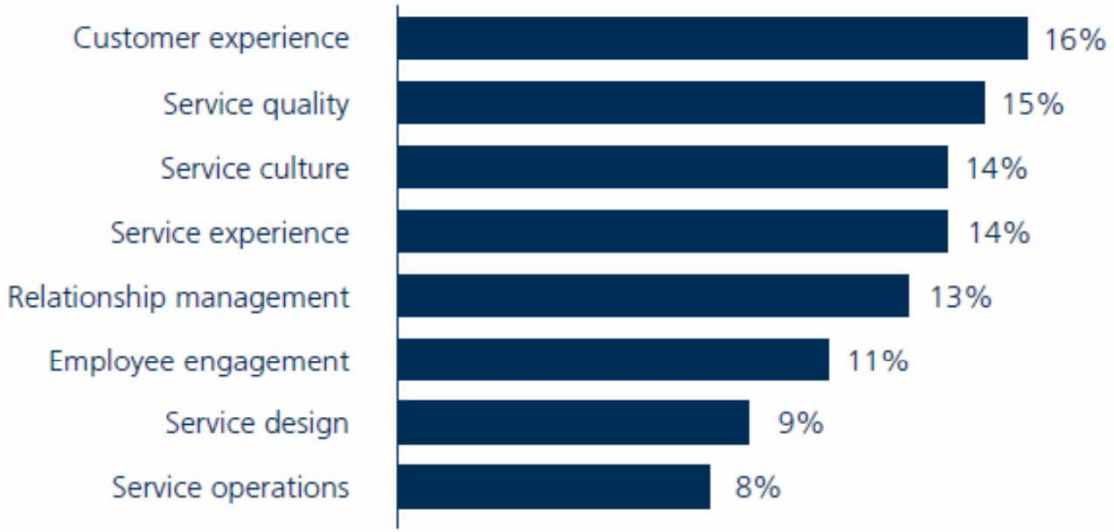


Figure 15: What areas in Service Management have the biggest potential for improvement towards 2025? (Source: CIFS, ISS, IFMA, CoreNet Global Survey, 2016)

KNOWLEDGE SOCIETY

Growing economic value of knowledge where information and data, not raw materials, labor capacity or capital, constitute the primary economic asset in several industries.

ECONOMIC GROWTH

Overall increase in productivity and subsequent growth of wealth at a global scale.

ACCELERATION

Shortening business, innovation, and product life cycles with greater industry convergence.

IMMATERIALIZATION

Changes in our perceptions and our values, including a greater focus on post-materialism – authenticity through a consideration of design, aesthetics, fashion, culture, storytelling, values and experiences.

MEGA

POLARIZATION

Growing gap between extremes, such as top and bottom market segments, at the expense of the middle segment.

FOCUS ON HEALTH

Global movement towards improving health and well-being, transcending all aspects of public, private, and professional lives.

GLOBALIZATION

The process of interaction and integration among the people, culture, companies, and governments of different nations. Global flows of information, technology, products, services, and capital.

Dark Blue boxes: Subjects taken up in this book // **Light blue boxes**: Subjects covered in previous white books

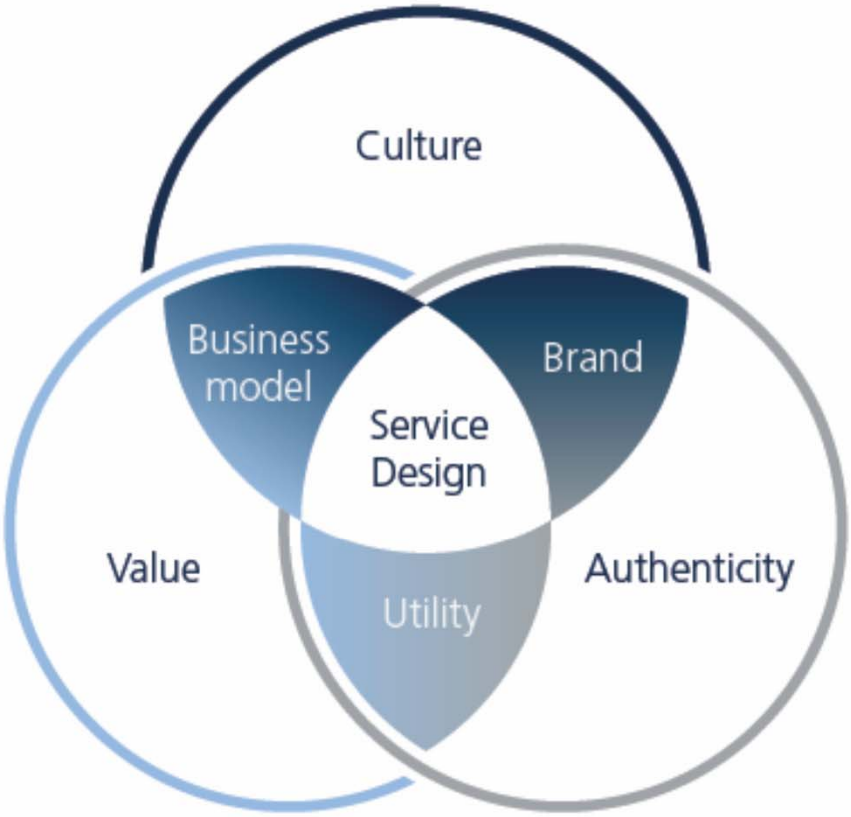


Figure 20: Parameters of service design (Source: Paul Sims)

Figure 22: Full service innovation lifecycle (Source: B. Balaji)

The design process should be continuous and iterative, with service providers deploying and delivering new design concepts before old models lose effectiveness.[65] The Service Management aspect of service innovation involves the following:

1. **Deliver:** Train talent, **implement the service design in non-test settings** and offer it to current users and prospective users.

2. **Measure: Evaluate the service design in action** using several benchmarks that include subjective metrics (end-user experience – what do users say?), business metrics (market performance, revenue change – what do users buy?) and behavioural metrics (time monitoring, user activity – what do users do?).[66]

3. **Assess: Validate measurements of the service design** and perform any corrective measures as necessary.

4. **Improve: Reflect on design performance and process effectiveness**, including the relationship between financial objectives and overall outcomes. Identify current challenges, service gaps and new opportunities, and **implement process improvement initiatives.**

65 Balaji, B., *Service Design: Components, Methodology and Overview of Model Stages*, http://bit.ly/2bjCY19

66 Moritz, S., *Design for Services*, Keynote, Service Experience Summit, 2014.

Figure 27: What do you believe will be the most challenging aspects of managing partnerships and network relationships? (Source: CIFS, ISS, IFMA, CoreNet Global Survey, 2016)

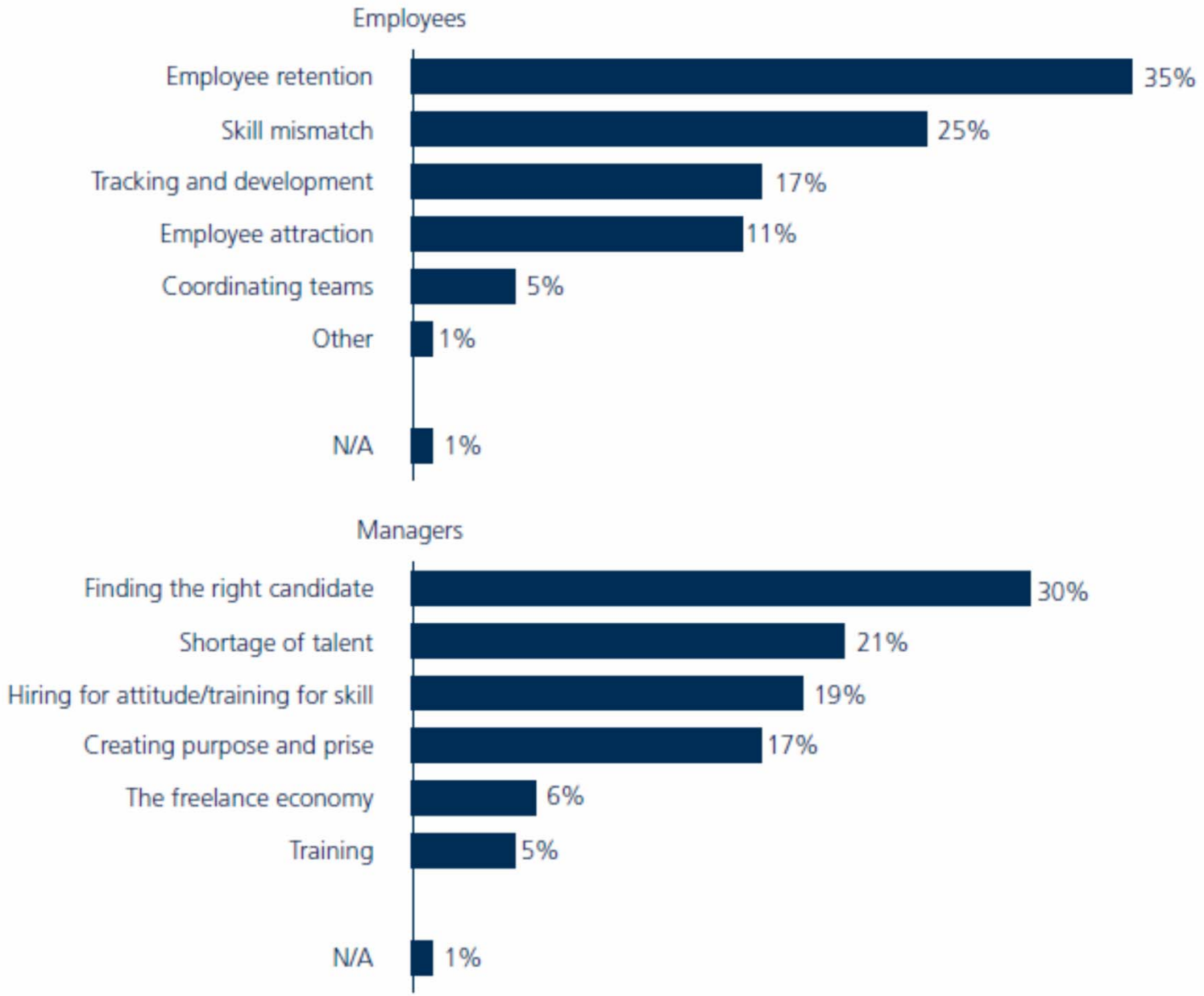
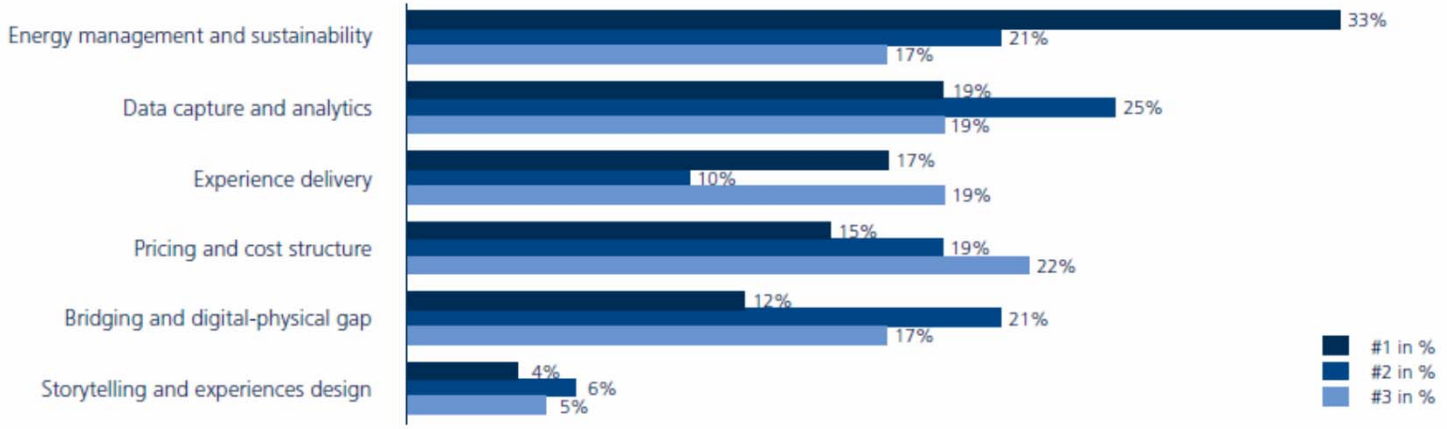
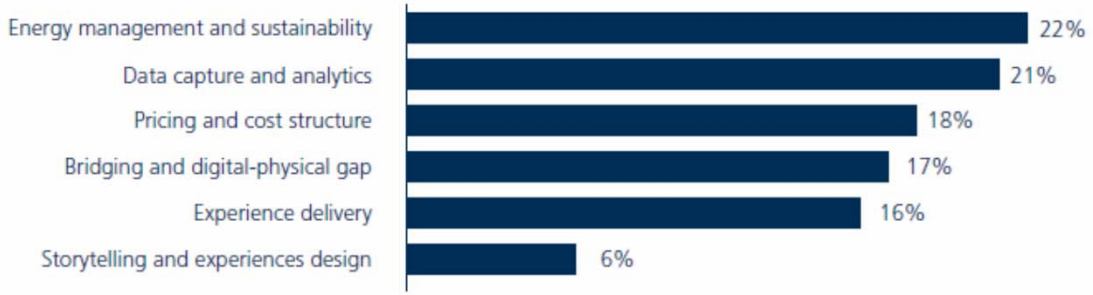


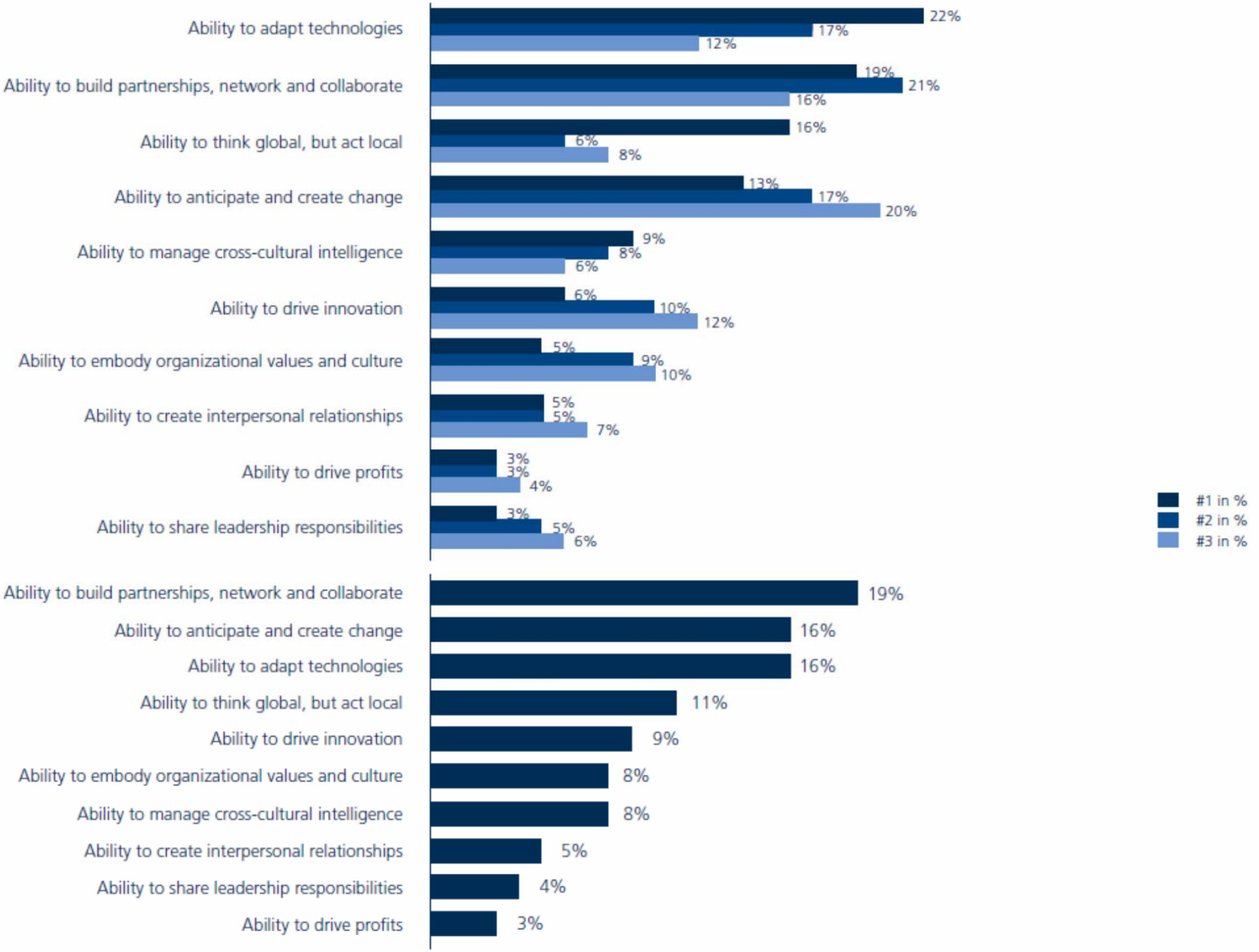
Figure 28: What will be the biggest challenge in the future concerning talent – both employees and managers? (Source: CIFS, ISS, IFMA, CoreNet Global Survey, 2016)

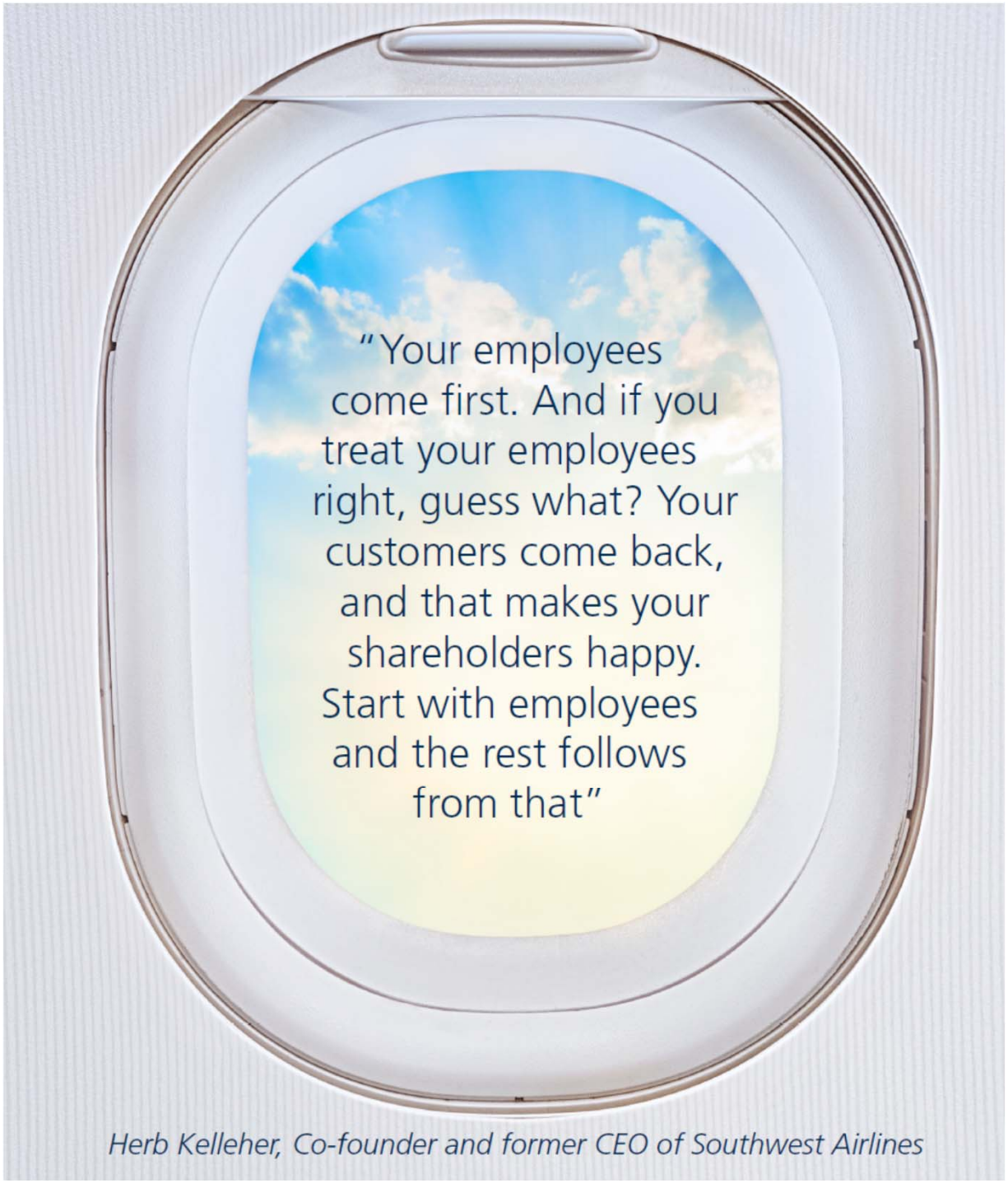
16. What innovations in Service Management will be most needed for the future?
(Please select your top 3 choices)





18. What are the most important skills future managers will be required to have in order to achieve continued success?
(Please select your top 3 choices)

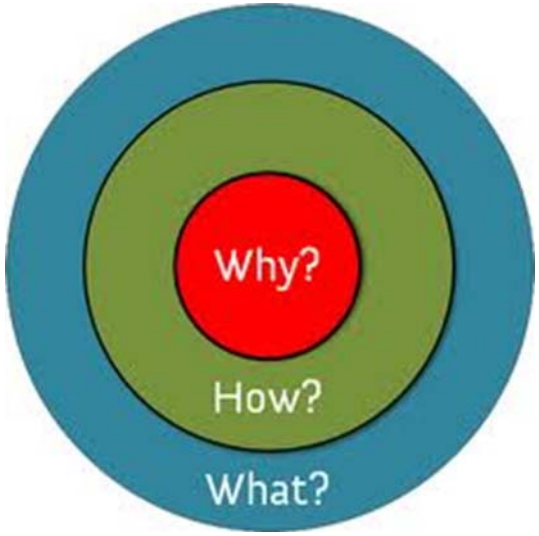




Herb Kelleher, Co-founder and former CEO of Southwest Airlines

Management is what and how, leadership answers the why

The Golden Circle (Sinek, 2010)



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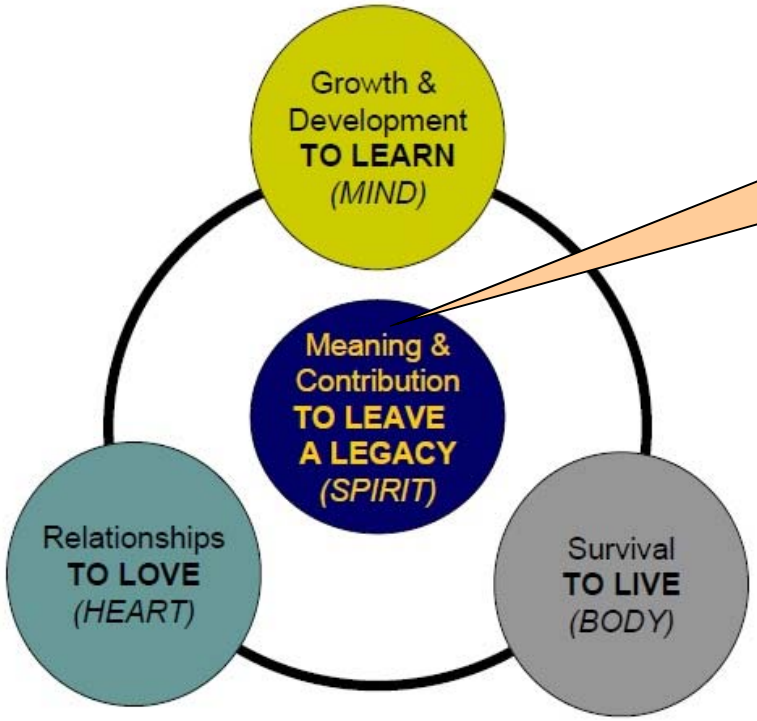
Sustainable Facility Leadership

vision, head, brains, plan

mission, personal leadership



self-awareness feeling, heart, passion

discipline, body, action

The Whole Person Paradigm (Covey, 2004)

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FM = All For And Through People

Personal FM Leadership, research, education and understanding technology to serve our end users is the basis for the modern generation of FM manager.

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RESEARCH PRACTICE EDUCATION

BGFMA Sofia Oct. 20th-21st 2016

"You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality."

Walt Disney, founder of the Walt Disney Company

Thank You!

For your patience with me

? QUESTIONS ?

Don’t hesitate,
I am available today
and tomorrow..

r.m.d.van.der.weerd@pl.hanze.nl