

IFMA's Situational Update



Vision

Lead the future of the built environment to make the world a better place.



Mission

We advance our collective knowledge, value, and growth for Facility Management professionals to perform at the highest level.



Credo

We believe people come first. We are committed to enable, empower, and equip facility management professionals. We will provide training and knowledge sharing to support safe, sustainable, and resilient workplaces focused on achieving IFMA's organizational goals. We are committed to advancing the industry by conducting all of our activities in accordance with our core values as stewards of the built environment.

Overall, IFMA aims to help FM professionals to **learn, connect, advance**.

Aligning strategic goals within pandemic and recovery

FM faces many challenges following the pandemic. These do not remove the need for routine operations but offer an opportunity to broaden the contribution made by Facility Managers to organizational effectiveness. That will be essential as new work norms evolve from the Covid19 turmoil. What professional skills are needed to facilitate change and enhance organizational effectiveness?

Few organizations are going to emerge from the pandemic as purely virtual entities. Most organizations need physical places to allow staff to meet or have workplace processes which are physically integrated (public transport, logistics, manufacturing for example). Workplaces are also important to foster the sense of common purpose and identity that is necessary for successful teams, and the promotion of common culture, values, and brand. Facility Managers should lead these changes within their organization. Workplaces must respond to changes in use of real estate, staff behaviour, psychology, health and safety constraints, travel to work patterns. There will be radically different operating costs and changes in workplace legislation.

None of this is predictable. The workplace will undergo rapid revolution, not evolution. It follows that the management of the work environment – in particular, the ability to innovate and respond to users' needs – is going to be critical.

In response, FM can contribute enormously to staff motivation, workplace organization, and business process development. FM Professionals will need access to information, ideas, advice, data, and personal development. IFMA is crucial in the dissemination of information, training, mentoring, the promotion of best practices, and innovation.

All this brings significant new elements to the toolkit which Facility Managers need, including:

- ▶ Managing homeworking environments
- ▶ Cyber security for homeworkers and mobile workforces
- ▶ Change Management facilitation
- ▶ Managing mobile workforces
- ▶ Providing meeting transcription services
- ▶ Using design to enhance the productivity and safety of physical workplaces
- ▶ Awareness and adjustment to new and revised building and workplace legislation and regulation
- ▶ Designing safe travel to work schemes
- ▶ Minimizing environmental impacts of travel
- ▶ Managing (FM) staff fatigue under exceptional work conditions

IFMA's response to COVID-19

IFMA's response has been multi-faceted. IFMA created a **COVID Resource Center** on the IFMA website. This repository of content was aggregated from multiple sources. As of October 8, 2020, there have been 33,230 page views to the **COVID Resource Center** which has increased traffic to the IFMA website by 5.5% since March 2020. This content was made available to IFMA members as a complementary member benefit.

IFMA created an expert team in the areas of hygiene, operations, academia, and healthcare (physician): The **Rapid Response Task Force**. This group discussed the changing landscape of COVID in the built environment and return to work protocols. The **Rapid Response Task Force** developed an **FM Framework** document and a complementary **FM Project Plan** which provides Facility Managers with a check list of what to address regarding hygiene, social distancing, re-deployment of inventory and return to work protocols. This was made available without cost to the FM community (members and non-members). As of October 8, 2020, there has been 4,360 downloads of the **FM Framework** and 3,717 downloads of the **FM Project Plan**.

IFMA created a **COVID and Return to the Workplace Webinar Series** starting in March 2020 which continues. IFMA produces on average 1.5 webinars on these topics each month. The YTD registration count for this webinar series is 22,061 with 8,083 attendees. There have also been 3,068 downloads of our webinars post live event and 11,058 views on YouTube, thereby picking up an additional 1,800 subscribers to the IFMA YouTube channel.

The IFMA Foundation, in cooperation with IFMA, refreshed the **Pandemic Manual**, first published in 2006 in response to the Avian Flu outbreak. A webinar about this was delivered in April 2020 with a download link to the manual available to all registrants. YTD there have been over 4,000+ downloads of the Pandemic Manual.

IFMA commissioned a Delphi study where over 840 global FM and related experts were asked a series of post-COVID and return to work questions, supplied by IFMA's six Communities of Practice. The final report of this extensive survey, **The Experts' Assessment**, is available as a free member benefit to all IFMA members and for a fee to non-members. Non-members who purchase the full report will be given a one-year IFMA membership as part of the package. There will also be a minimum of five webinars produced from the findings of this report and the Communities of Practice will conduct their own individual webinars from the survey report.

Articles in FMJ Magazine, white papers, and an extensive social media campaign have been initiated to provide updates to members and the built environment community. **World Workplace 2020** was completely reimaged to provide attendees with COVID 19, Post COVID, and return to the built environment themes, presented in virtual formats. Exhibitors were provided with a virtual option to meet with existing and potential customers in the virtual World Workplace EXPO Hall. Facility Fusion 2020 in the spring was also converted to virtual format and Facility Fusion 2021 is anticipated in virtual format.

IFMA worked cooperatively with **ASHRAE** (American Society of Heating, Refrigerating and Air-Conditioning Engineers) on a webinar for the FM and HVAC communities in April 2020. IFMA also worked with ISSA (International Securities Services Association) to develop and promote the **GBAC** cleaning standard certificate program.

IFMA membership renewal dates were extended by 6 months in response to the financial pressures that resulted from the COVID pandemic. IFMA converted the FMP instruction model to a virtual delivery whereby students working from home could be taught via live stream of the FMP instructor. This program has met with great success and will likely be a permanent option for learners in the future.

Finally, all staff, Board, and Executive Committee travel (and associated expenses) have been frozen since March 15, 2020.

Member Support During COVID-19 and Beyond

IFMA has three regional Advisory Boards which provide a forum for component leaders to engage with Chapters in their geographies: ASIA PAC, EMEA and the AMERICAS. The AMERICAS AAB also provides engagement with the Councils and Communities. The advisory boards are supported by IFMA staff.

Each month the regional boards share information from component leaders and decide on actions. IFMA staff and a member of the Executive Global Board typically participate and offer insights of current support and strategy.

Examples of the outputs include Developing How-to Guides & Best Practices (Hosting a Webinar, Effective Succession Planning, Engaging Chapter Members, etc.)

It became apparent that many members were not aware of the breadth of Component Resources available. IFMA developed a quick start guide to all the assets available, from utilizing the Leader Reports, to Marketing Collateral to utilization of the Coronavirus Resources.

The Regional Boards also developed a platform that provides Young Professional Members with engagement, recognition, development, and dialog across geographies. This aligns a Young Professional Working Group with each Regional Board, mentored by a YP Member on each board.

Such open dialog and mentorship from individuals supporting each other and their components have brought significant benefits. It has improved camaraderie and collaboration, knowing there are others willing to help with day-to-day challenges, especially during the Global Pandemic.



LEADERSHIP

Next Steps

As a member-centric organization IFMA takes seriously its role to support professionals who rely on it to guide, advise, and assist practitioners to succeed in their roles as the workplace continues to change, especially in light of the 2020 Pandemic.

IFMA will continuously improve its efforts to support this. Through the promulgation of ISO Standards related to FM and Sustainability and the enhancements of its certificate programs, IFMA strives to provide the best possible educational offerings to professionals in the built environment.

IFMA will continue to adapt and improve, promoting networking and the sharing of Best Practices. Virtual presentations will be melded with live events to reach the broadest possible audiences. IFMA will change the conversation around FM to include Innovation, Technology and Sustainability and amplify its marketing and communications activities. Next steps will be to continue to provide FMs with the most relevant, topical, and important information available.

Future Horizons

What Facility Managers have learned throughout the COVID-19 pandemic will continue to influence how facilities develop. Constant updates, improvements and adaptations are part of the job. New ways of working safely can provide opportunities that Facility Managers can embrace.

More focus on employee wellbeing will continue, as will more use of technologies for remote and adaptable workplaces. Less travel and more virtual meetings have changed the productivity and operational outlook for many organizations, and this will also continue. Local regulation will remain important as localities differ in their needs and responses to change, not just from COVID-19, but also the economy and climate. The global network of experienced practitioners, researchers and associates will ensure that going forward, the built environment and its operators will succeed in providing safe, healthy, and engaging facilities.

Additional Resources:

There are myriad resources available through government and association websites. Most are free but some are member-only resources. The following are some of the best authoritative sites available which are constantly updating their information regarding guidelines that are facilities-related with reports and case studies.

WHO (World Health Organization) website on technical guidance:

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/technical-guidance>



CDC (Centers for Disease Control and Prevention) Coronavirus Disease 2019/ Returning to Work guidelines: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/returning-to-work.html>

OTHER SITES - Or how to find them

Your Country or State's Department of Health website which has information on the latest State guidelines for relative risk levels for business settings and current allowed occupancies. An example would be Virginia's Department of Health's COVID-19 site: <https://www.vdh.virginia.gov/coronavirus/>

ISSA (Advancing clean, driving innovation) created cleaning standard GBAC (Global Biorisk Advisory Council) for facility accreditation.

SHRM (Society for Human Resource Management): Many of their best Return to Work documents are from their Member Resource portion of their website: <https://www.shrm.org/ResourcesAndTools/Pages/Return-to-Work.aspx>

U.S. Department of Labor's **OSHA** publication: Guidance on Preparing Workplaces for COVID-19 which includes information on Engineering Controls and Administrative Controls. <https://www.osha.gov/Publications/OSHA3990.pdf>

Many IFMA Chapters have lists of resources on their website and have had great webinars on COVID-19 mitigation and design case studies. Contact your local IFMA Chapter to see if any of them have been recorded or if there is a link available for the presentation. Here is a link for the Capital Chapter of IFMA's Corona Virus Resource Center: https://ifmacap.org/COVID_-19_Resources

To gain a better understanding of how Facility Managers can reflect their organization's desired culture into the design of their facilities, there are two books by Dr. Tracy Brower, a sociologist with Steelcase. They are: "Bring Work to Life, by Bringing Life to Work-A Guide for Leaders and Organizations." A new book by Dr. Brower will be out in May 2021 which is titled "Secrets to Happiness at Work".

Good Articles on how COVID-19 is forcing re-imagination of office design:

- ▶ **Harvard Business Review:** <https://hbr.org/2020/08/reimagining-the-urban-office>
- ▶ **Workplace Design Magazine:** <https://www.workdesign.com/2020/10/a-more-revolutionary-vision-for-post-covid-workplace-design/>
- ▶ **Workplace Design Magazine:** <https://www.workdesign.com/2020/11/industry-news-how-could-workplace-health-and-safety-change-post-covid-19/>
- ▶ **CoreNet Global Hackathons** (via YouTube Videos and member only research reports): www.corenetglobal.org/hackathonresults