



# THE WORKPLACE STRATEGY & LEADERSHIP PROGRAM



Changing the World, One Workplace at a Time!

## The Workplace Experience

The 'workplace experience' is increasingly being recognized by business leaders as a critical tool in the battle to recruit, retain and energize employees who are critical to enterprise success. Managing flexibility along with the cost of infrastructure is key to operational effectiveness in an ever-changing business world.

Workplace management is a dynamic, emerging discipline that designs and delivers an organization's unique workplace experience, aligning it to strategic drivers and business goals. It coordinates all the disciplines and infrastructure needed to deliver an integrated experience in a powerful, economic and effective way, every day.



Leveraging workplace as a strategic asset changes the responsibilities of professionals aligned with the built environment. To support this emerging discipline, the Workplace Evolutionaries (WE) have launched the Workplace Strategy & Leadership Program (WSL).

The Workplace Strategy & Leadership Program was developed by a team of international subject matter experts, and was structured around the Workplace Management Framework (WMF).

## Who should take the course?

The program is designed to develop skills, strengthen strategic alignment to the business goals and optimize the focus/value of your work. It is relevant to all industry sectors and is perfectly suited to facility, real estate, human resource, technology, architects/designers, academic/scientists, program managers, and other multi-disciplinary professionals.

## Why register for the WSL?

1st global workplace strategy curriculum designed to increase strategy and leadership skills.

Designed and delivered by world class subject matter experts.

The learning platform combines live, online lectures and in-person/virtual workshops to support busy leaders of workplace performance.

International and multi-disciplinary participants provide global perspective and international exchange.

## Program Overview

The Workplace Strategy & Leadership Program (WSL) is comprised of four modules, each of which includes three (3) live, remote lectures and one (1) virtual workshop\*. The accomplishment of all modules and a final workshop will lead to the WSL certificate. This is the first 'certificate of completion' program for workplace management in our industry!

\*Upon request, for special groups of not less than 10, the workshops can be held virtually spread over three (3) sessions.

1	<b>Introduction to Workplace Management</b>	<b>Strategic Management</b>	<b>Client Relationship Management</b>	<b>Module 1 Workshop</b>
	The new discipline of Workplace Management: What are we trying to achieve? Understand the shift of workplaces to strategic assets.	Building a strategy that aligns the total workplace experience with strategic business drivers.	Recognizing/building relationships with business leaders. Understanding clients and consumers to drive business improvement.	Re-cap the three modules, dialogue the issues and share with others. Problem solving, design thinking applied to case studies.
2	<b>The Art &amp; Science of Change Management</b>	<b>The Human &amp; Change</b>	<b>Designing a Change Program</b>	<b>Module 2 Workshop</b>
	Discussions around the world ahead, the drivers for change, challenges of implementing change & the definition of Change Management.	Explore the human dimensions of change, how the brain responds to change and a model for managing change.	Designing a change program, getting people on board and managing the change journey. Explore what it takes to be a great change leader.	Re-cap the three modules, discuss issues and share with others. Work through examples of each in a case study exercise.
3	<b>Capacity Management</b>	<b>Project Management</b>	<b>Risk Management</b>	<b>Module 3 Workshop</b>
	What is workplace capacity? What governs and/or constraints it? What are key measurements and opportunities.	Learning to connect to the business and to understand the priorities as it relates to PM work. New thinking: What does success look like?	How to set up Risk Management processes and the development of Business Continuity plans in the workplace context.	Re-cap the three modules, dialogue the issues and share with others. Work through examples of each in a case study exercise.
4	<b>Performance Management</b>	<b>Improvement Management</b>	<b>Resource Management</b>	<b>Module 4 Workshop</b>
	Creating processes to continually measure the effectiveness of the workplace experience and to take steps to enhance performance.	Using data, from help desks and multiple other sources, to continuously improve the workplace experience.	Use of systems that measure the actual use of assets and services with a view to optimizing space, energy, labor and effort. Creatively think about how/where additional resources create value.	Re-cap the three modules, dialogue the issues and share with others. Work through examples of each in a case study exercise.
F	<b>Final Workplace Management Workshop</b>			
	Upon completion the four modules, the student is qualified to participate in the final workshop which brings all the learning together. Using a test evaluation process by guest business managers you will have an opportunity as teams to present the strategy with experts and class mates. Successful participants will receive formal recognition of their achievement and a Certificate of Completion.			



### Workplace Evolutionaries (WE)

Leading international workplace pioneers, thinker, and speaker

Workplace Evolutionaries (WE) is a global community within the International Facility Management Association (IFMA) and is open to anyone who is interested in the changing world of work. Our mission is to share, promote, and lead workplace management, innovation and transformation. WE is an inclusive, multi-disciplinary global community of leaders and professionals concerned with accelerating workforce effectiveness and business success through the integrated management of people, technology and space.



### Andrew Mawson

Leading international workplace pioneer, thinker, and speaker

Andrew is founder and Managing Director of Advanced-Workplace Associates (AWA) a global science based workplace transition consultancy. He is a thought leader, writer and speaker on matters of 'work and place'. He has a special ability to connect the world of business strategy, organizational thinking, workplace strategy, workplace design, technology, and change management.

## The Workplace is Evolving

Business leaders increasingly recognize the 'workplace experience' as a strategic asset that can help attract and retain talent, shape culture, develop social cohesion and energize / engage employees who are critical to enterprise success. Simultaneously, the workplace is changing. No longer predominantly bricks and mortar but it also now includes the social, cultural, technological and spatial environment. Work is happening everywhere.

Interestingly, most organizations face similar challenges in terms of how to develop appropriate solutions for a multi-generational, cultural, and international work-force, deploy digital transformation tools and implement flexible, wellness oriented work programs.

Workplace Management is an evolving discipline that helps design and deliver an organization's unique workplace experience that is aligned to strategic business drivers, goals and unique personality. It coordinates all the disciplines and infrastructure needed to deliver an integrated workplace 'experience' in a powerful, economically appropriate, and effective way, every day.

## Workplace Management Framework

The Workplace Management Framework (WMF) provides a module of ten workplace management capabilities that organizations can use to benchmark and measure against. It provides a structure for the development and subsequent assessment of best practice in the management of the workplace.

Workplace management is emerging as an integrator of contributions from across a number of disciplines (Real Estate, Facilities, Human Resources, Security, IT, Risk, Core Business, etc.) to deliver an economic and effective workplace experience to the organization's workforce, clients, and customers.



**Chris Hood**  
Director at Advanced Workplace Associates

Trained and qualified as an architect, Chris Hood, has often moved outside his formal education in order to seek bold, innovative solutions in the field of Corporate Real Estate. He has written articles, presented papers at major events, holds a US patent for furniture design, is a past winner of the CoreNet Global Innovation Award, and is an active industry thought leader. Chris is a co-founder of the Workplace Evolutionaries and director at Advanced Workplace Associates.

## Course Review

### Kati Barklund

Senior Workplace Strategist, Tenant & Partner, Sweden

*'The Workplace Strategy & Leadership Program is a fresh and comprehensive curriculum coupled with the coming together of passionate, multi-disciplinary professionals who are focused on improving the workplace and helping people work at their best.'*



### Alice Hogueisson, CFM, SFP

Senior Vice President, US Director of Facilities and Office Services - Edelman

*"The WSL Program focuses on how to create exceptional organizational experiences and develop the workplace as a competitive business advantage. By using real world experiences and case studies combined with small group exercises, we were able to look at the connections between people, technology, innovation and performance. Using on line technology coupled with face-to-face workshops is the perfect approach to learning."*



### Martin Ruppe, MBA

Workplace and IWMS consultant, Erste Group Bank AG, Austria

*The WSL helps me to combine my experiences in facility management, architecture, interior design, and technology into this holistic and strategic workplace framework. With Andrew Mawson and Chris Hood, the program is curated and taught by two outstanding workplace strategists – and, of course, working together with the other enthusiastic participants ... what a pleasure!*



## Program Fees

Each Lecture and workshop is designed to build upon the others. It is recommended to take the curriculum in sequence, but each class can be taken individually as long as the "Introduction" lecture is taken first. You will register for each session separately according to your own schedule.

Discounts are offered to IFMA and WE members. To become a member visit [we.ifma.org](http://we.ifma.org) and join! The Certificate of Completion is awarded only if the entire curriculum is completed.

Price per (USD)	Member discount	Regular
Lecture (12x)	50 \$	75 \$
Workshop (4x)	500 \$	625 \$
Certificate Workshop	500 \$	625 \$
<b>Total</b>	<b>3.100 \$</b>	<b>4.050 \$</b>

Visit our webpage for all dates, locations and booking:

<https://we.ifma.org/we-learn/>

### Corporate and individual Trainings

If you are interested in hosting the Workplace Strategy & Leadership Program within your organization, please don't hesitate to contact us for individual arrangements.



**Workplace Evolutionaries**

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