



**The NEW  
IFMA  
Service Center  
of Excellence**

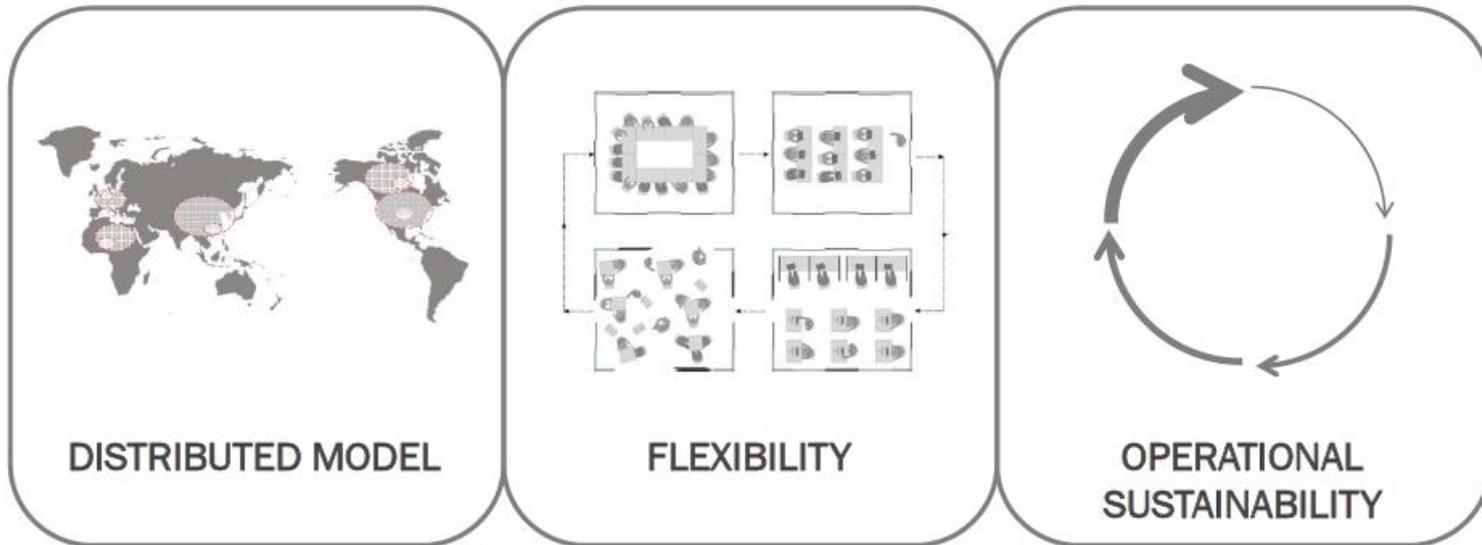
800 Gessner, Suite 900  
Houston, Texas 77024 USA

# THE BACKGROUND

- **IFMA previously** operated from a centralized HQ facility in Houston, Texas, USA supporting an **increasingly global membership base**, representing 78 countries.
- **Its challenges** included **legacy work processes** and **physical environment** that do not reflect the cutting edge of the facilities management profession.
- **Members expect and deserve timely and easy access to products, resources** and **staff** across multiple channels anywhere, anyplace or time and delivered as valued by the member.
- **Leadership is pursuing an improved support for a diverse and global membership base** through operational and commercial initiatives.

# THE WHAT

**IFMA should** deliver a more **effective and satisfying work environment**, support a **distributed service model** through a global kit of parts and implement strategies for **long-term flexibility** and **operational sustainability**.



IFMA's strategy and associated business plan must **strategically consider** how it will use **“place” across the globe** to enable its goals.

# IFMA SERVICE CENTER OF EXCELLENCE

## The Mobile Workplace

*The journey from a headquarters to IFMA's first Service Center of Excellence*

### IFMA's original headquarters in Houston, Texas, USA

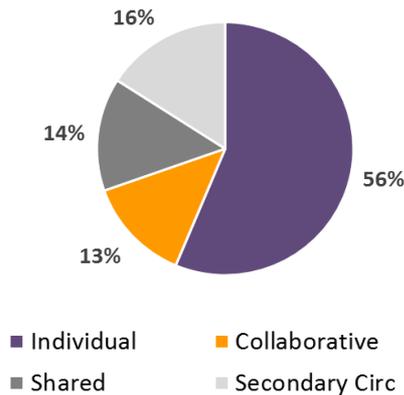
22,000 RSF\*

**Individual Workspace**  
8,847 sf (56% of total USF)

**Collaborative Workspace**  
2,091 sf (13% of total USF)

**Shared Resources**  
2,271 sf (14% of total USF)

**Secondary Circulation**  
2,501 sf (16% of total USF)



**TOTAL USABLE SQUARE FEET\***  
15,710 USF [~302 sf/person]

### IFMA's first SCOE in Houston, Texas, USA

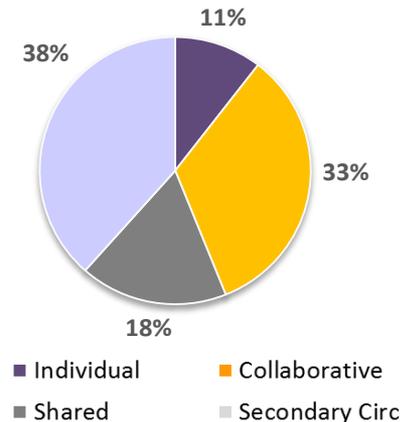
11,000 RSF\*

**Individual Workspace**  
1,042 sf (11% of total USF)

**Collaborative Workspace**  
3,328 sf (33% of total USF)

**Shared Resources**  
1,755 sf (18% of total USF)

**Secondary Circulation**  
3,824 sf (38% of total USF)



**TOTAL USABLE SQUARE FEET\***  
9,949 USF [~191 sf/person]

**\*50% reduction in RSF**  
**\*37% reduction in USF**

# DESIGN PRINCIPLES

1. **Universal access** to a variety of spaces
2. **Visual connectivity** and project based teams
3. **Concentrative space**
4. **Informal collaboration space**
5. **Flexibility**: more multi-use space
6. **Reduce the current footprint**
7. **Space provision that is not status based**

# OVERALL SATISFACTION

Overall, I'm satisfied with the workplace:

**80%** IFMA SCOE<sup>2</sup>

**36%** former IFMA workplace<sup>1</sup>

**59%** other organizations<sup>1</sup>



# DELIVERING COLLABORATION

Ability to collaborate with colleagues effectively:



SCOE proves a **collaboration efficiency gain** of<sup>2</sup>:

- 42% as reported by the manager
- 13% by the employee at the

Sources: 1. IFMA 2011 Employee Workplace Performance Survey 2. IFMA 2013 SCOE Post-Occupancy Survey

# TECHNOLOGY: AN ENABLER FOR MOBILITY

## 100% mobile-ready staff

Everyone is equipped with:

- Laptop
- VPN connection
- Phone
- Contracted IT support service 24/7

Working with **remote colleagues** is performing well:

**78%** IFMA SCOE<sup>2</sup>

**25%** former IFMA workplace<sup>1</sup>

**53%** other organizations<sup>1</sup>

# PRODUCTIVITY

The workplace helps **me** be effective:

**72%** IFMA SCOE<sup>2</sup>

**65%** former IFMA workplace<sup>1</sup>

**56%** other organizations<sup>1</sup>



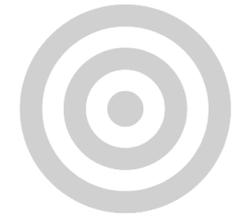
The workplace helps **my team** be effective:

**72%** IFMA SCOE<sup>2</sup>

**62%** former IFMA workplace<sup>1</sup>

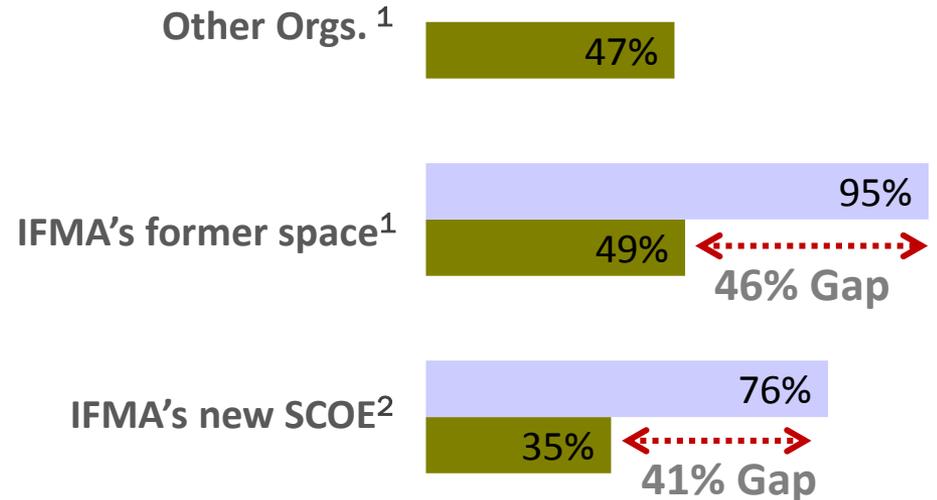
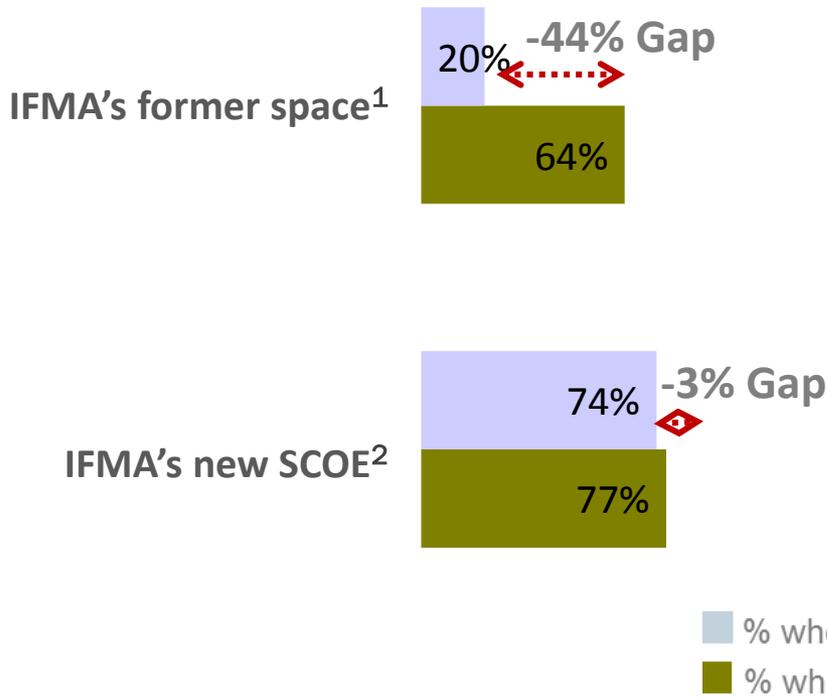
**54%** other organizations<sup>1</sup>

# ABILITY TO CONCENTRATE



**54% increase** in perceived importance of ability to get individual work done in private at the SCOE and a jump of 13% in performance:

**19% decrease** in perceived importance of ability to concentrate now at the SCOE, and a decrease of 14% in performance<sup>1</sup>, something which although common of open workspaces, should be watched:



# SUSTAINABLE WORKSPACE

The SCOE was conceived, designed and built around the core concepts of **sustainability, usability** and **productivity**:

- **Half the physical footprint**
- **“Recycled” space** where offices can be quickly and easily repurposed for multiple uses
- **Resource efficient** furnishings, fixtures and finishes, occupancy sensors and meters
- Environmental connection with abundant **day lighting and views**
- Smart location with **development density and community connectivity**



# COMMUNITY & ENERGY

## Before...

**70% performance gap<sup>1</sup>** in overall sense of energy. 59% gap in the sense of **community**. The **#2 reason** why people don't work from home is to **stay socially connected** with colleagues<sup>1</sup>

## Visual connection & awareness

was limited in the current workspace, furthering the silo-ing of groups



## After...

**31% performance gap<sup>2</sup>** in overall sense of energy. 32% gap in the sense of **community**. Desire to **stay socially connected** with colleagues is now the **#1 reason** why people don't work from home (53%)<sup>4</sup>

## Visual connection & awareness

is now the **norm** at IFMA's new workspace, helping to bring down the silo-ing of groups and fostering collaboration



## **SOME LESSONS LEARNED...**

- **Change is complicated— communicate, communicate and communicate some more**
- **One size does not fits all**
- **Promise less, materialize more**
- **Always question assumptions**
- **Even after you move in you can make some adjustments— remain flexible**
- **Internal champions are needed**

# THANK YOU!

A big thank you goes to our **board of directors** for their passion, commitment and countless hours dedicated to the success of this project.

Thank you as well to the following vendors for making the first IFMA Service Center of Excellence possible:



Workplace Strategy : 

Real Estate Project Managers: 

Real Estate Brokers: 

Signage & Graphics: 

Architect/Engineering Services: 

Workplace Relocation: 

Workplace Relocation & Furniture Recycling: 

**To see more about IFMA's new SCOE visit [ifma.org](http://ifma.org)**