



# The Advanced Workplace Institute

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Advancing our profession since 2009

# About the Advanced Workplace Institute

The Advanced Workplace Institute (AWI) is dedicated to supporting inspirational leaders from all areas of business (including Operations, Corporate Real Estate, Facilities Management, HR and IT) as they journey to a future model of Workplace Management, a new discipline that aligns work and workplace arrangements with organisational drivers to enable superior performance.

## WHY AWI?

We are moving to a time when organisations are increasingly dependent on the ingenuity, knowledge, intellect and productivity of their knowledge-based workforces for their business success.

A time where the 'workplace experience' means the difference between recruiting key staff or losing them to competitors.

A time when the workplace is no longer exclusively a physical space – it is both virtual and connected and provides the social platform to achieve business success.

A time when there are many

uncertainties requiring deep strategic thinking and flexibility.

And a time when organisations need to make best use of their workplace assets to deliver on cost and sustainability goals.

As a result, Workplace Management has evolved to become an integral discipline that embraces these factors and puts human and business effectiveness at the heart of the thought process. To support superior personal, community and organisational performance and help organisations deliver superior 'experiences' at work, we must cross organisational boundaries to create a new generation of Workplace Managers.



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## GOALS AND OBJECTIVES OF THE AWI

- To equip leaders and their teams with the skills, knowledge and confidence needed as they transition to a new discipline of 'Workplace Management'
- To provide an open environment for collaboration and sharing best practices to initiate meaningful change
- To encourage the use of scientific research and evidence based practice to enhance the professionalism of the ever-evolving Workplace Management discipline

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## HOW WE DO THIS

Through highly structured and engaging expert led workshops, executive development offerings and access to the latest scientific research, we:

- Identify how business strategy, culture, design, technology, real estate and facilities management, collectively deliver a multi-sensory, multi-faceted employee experience
- Provide a valuable support network for all professionals of any discipline responsible for driving change in the workplace
- Equip members with the latest tools, knowledge and know-how to influence the future and support their organisation's journey to a holistic approach to Workplace Management

Together, we share knowledge and develop best practice to transform workplace management and empower organisations and their people wherever they operate.



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## MEMBERSHIP

Members will receive access to the following services and benefits, designed to support their workplace transformation strategy:

- The latest scientific industry research

Members will have unlimited access to AWA's rich, diverse and extensive catalogue of scientific research studies, briefings and reports, commissioned in partnership with The Centre for Evidence Based Management, that serve to underpin AWA's passion, commitment and forward-thinking approach to future workplace change.

Delivered via six separate interactive, online workshops, members will gain valuable, specialist insight into core themes, including: *The Six Factors of Knowledge Worker Productivity*, *Cognitive Fitness and Managing the Agile Workforce*; and will have an exclusive first reveal of AWA's forthcoming research commission, which will dig deeper into the enhancement of human performance.

- Transition Workshops

Highly structured, development workshops featuring expert speakers from across the industry designed to provide practical guidance, in-depth case-studies, private visits to innovative workplaces and the latest scientific frameworks and research.

- Networking events and leader forums

Exclusive leader forums throughout the year for busy workplace leaders to develop their industry knowledge in an informal, social setting with colleagues from leading peer organisations.

- The Workplace Management Framework (WMF)

AWA's leaders have been very influential in shaping the new concept of Workplace Management, embodied in the *Workplace Management Framework (WMF)*. AWA members will have access to dedicated workshops, support materials and key thinkers behind the framework as well as the WMF Maturity Assessment Tool which enables leaders to assess the maturity of their organisations and develop a Strategic Workplace Management plan.

- The Workplace Management Framework (WMF)



- Executive development \*

~~The AWI provides access to a range of professional development services, incorporating executive training, mentoring and coaching, designed to equip leaders with the knowledge, skills and confidence to operate at the highest levels in their organisations. The training programme will be led by experienced business and leadership trainer, and Course Leader at the London School of Economics (LSE) Katie Best, and supported by AWA's senior leadership team. Executive coaching and mentoring will be led by industry expert and former head of workplace at PwC, Paul Adams.~~

~~The AWI will also work with members to design and deliver bespoke programmes aligned to your business needs and context.~~

~~\*An additional charge will be incurred for one to one coaching and executive training~~

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## Advanced Workplace Institute (AWI) Programme

Supporting your transition to workplace management:

- 1-2 dinner forums for one senior leader per member organisation
- Occupiers only
- Workshop: *An introduction to Workplace Management and Self Assessment*
- Subscription to the *Workplace Management Framework (WMF)* online self-assessment tool
- Remote Support



- 4 occupier-only workshops led by leading Workplace thinkers
- 3 people max per organisation per workshop
- Key topics associated with the transition to Workplace Management
- Access to AWA's Research Library of scientific studies undertaken in partnership with The Centre for Evidence Based Management
- Delivered via live interactive online workshops
- Access to the latest reports and briefings associated with the latest research programme

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## Benefits and Fees

### For professionals

Let us assist your professional development and maximise your full potential as a leader in workplace management.

Whether you want to improve in your current role or achieve your long-term career goals, we can support you by:

- Developing your skills with expert-led training workshops and one-to-one coaching
- Providing unlimited access to the latest scientific research and insights
- Creating valuable networking opportunities for you to meet fellow professionals from across the industry.

### For employers

Reward your Workplace Management employees and support their professional development by providing opportunities for training and advancement tailored to your business needs.

We can support your organisation by:

- Developing your Workplace Management teams by providing unlimited access to exclusive insights and networking and development opportunities.
  - Supporting staff recruitment and retention
  - Raising your corporate profile by showing commitment to excellence, support and development of your staff and the delivery of best practice.
- by creating an open and trusted environment of support, learning and development

### Fees

Corporate membership (a financial contribution to the running of the AWI) is £3,500 + VAT per annum

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## INTRODUCING



The **Advanced Workplace Institute (AWI)** is led by Advanced Workplace Associates' (AWA) senior team of thought-leading experts.



**AWA** is a science based global workplace transformation consultancy. We help organisations make the journey to the new world of work.

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## Programme director



### Andrew Mawson

*Founder, AWA*

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Andrew is one of AWA's founders and is widely recognised as an expert voice on all matters relating to work, place and change management. A statistician by training, his evidence and science based approach is at the heart of AWA's philosophy today and from an early IT industry career in logistics, change management, strategic marketing and intelligent buildings he brings an unusually diverse businessman's lens on matters work and place. With more than 20 years' experience leading workplace change management programmes for some of the world's leading organisations, and his leadership of AWA's science based research, he is able to link the science and business world to the strategic management of the workplace. In 2014 he co-led a cross industry group of experts to develop the Workplace Management Framework, which has now been adopted by the International Facilities Management Association as a baseline for their training and development in Workplace Management.

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## Programme Leaders



**Dr. Colombine Gardair**

*Senior Associate, AWA*

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As a human factors specialist, with a breadth of experience working across a range of sectors including automotive, financial services and education, Colombine is skilled at gathering and understanding the needs of the work-force and translating them into functional specifications that deliver value to organisations by enhancing the day to day satisfaction of their people.

Colombine is a cognitive engineer by training and holds a PhD in human interactions.



**Paul Adams**

*Executive Coach, AWA*

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With 35 years' industry experience, both 'at the coalface' and on the 'shop floor' of facilities management (including 25+ years at PWC, including 10 years as Head of Workplace) executive coach Paul is experienced at spearheading major workplace transformation projects and navigating complex changes and challenges to remove barriers to productivity and achieve positive business outcomes.

Equipped with highly effective smart coaching techniques, technical expertise, commercial sense and psychological understanding tailored to every individual, Paul is highly skilled and committed to equip members with the skills, techniques and confidence to achieve and deliver business and personal objectives.

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## Programme Leaders



**Karen Plum**

*Director of Research and Development, AWA*

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Also with 20 years' valuable industry experience, Karen is responsible for facilitating and delivering AWA's extensive and unparalleled research and development programme. Working closely with Andrew, Karen has been responsible for leading AWA's extensive body of research and development, designing and delivering highly strategic training courses and executive coaching programmes for both AWA and RE&FM leaders; and to driving the continued success of the AWT.



**Dr. Katie Best**

*Business, Management and Leadership Educator and Trainer*

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Katie is an experienced management and leadership expert and educator who has worked with a wide range of organisations to develop and deliver effective, high impact leadership and management training and coaching services. Recognised for offering a truly interactive, creative approach to training, lecturing and development; Katie is adept at using coaching, facilitating and creativity techniques to help business leaders and students feel changed and inspired.

Katie serves as Chief Examiner and lectures in Business Management and Leadership for universities and professional colleges, including London School of Economics (LSE) and Kings College London.

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## Contributors



**Chris Hood**

*Director of Consulting, AWA*

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Chris is a pioneer of New ways of working, having led Hewlett Packard's early initiatives in the field of Activity Based Working (ABW) and Agile Working. Prior to joining AWA, Chris was a senior consultant at CBRE, sharing 30 years of workplace knowledge and experience with a wide range of the world's best companies. With AWA he is leveraging his deep international experience to help a series of important clients build high quality, global, workplace implementation programmes.

A well-established figure in the industry, Chris is a regular speaker at events, a writer on topics of contemporary interest, and a former winner of the Corenet Global Innovation Award.



**Anne Balle**

*Senior Associate, AWA*

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Anne is an experienced change management consultant and has worked with a wide array of municipalities, ministries and private companies (both small local and large global). Anne advises top management in how they can utilise space as a strategic tool to ensure increased performance typically with regard to ensuring interdisciplinary cooperation and knowledge sharing; flexibility allowing for successive changes throughout the organisation; attraction and retention of talent; branding of the organisation, etc. while increasing staff satisfaction and reducing m2 use.

Anne is an experienced process and project manager with strong communication skills. She designs and executes change processes and facilitates dialogue in various formats across all levels of the client's organisation.

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For all membership enquiries, please contact:

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