

## BREAKFAST EVENT

### The journey to the new discipline of workplace management: Practical steps to the future

06 OCTOBER 2020 | 08:00 - 10:00

WORKPLACE HOUSE | FARRINGDON EC1 | LONDON



#### What we will cover

- The new discipline of Workplace Management - what are we trying to achieve?
- The WM organisation as a business
- The “Gap”
- A framework for reviewing your capabilities. A review of The Workplace Management Framework
- The process for transitioning to the new world of Workplace Management



**Who should attend:** Senior leaders from CRE, FM, HR, IT – those with the vision and responsibility for designing and delivering their employees ‘workplace experiences’.

#### The Issue:

Workplace Management isn't just a name change, it's a new discipline.

In a rapidly changing world where new technologies threaten to change the shape of organisations and where for many, people really are their most valuable resource, smart business leaders are seeing the ‘workplace experience’ as a critical untapped resource needed to attract, inspire, enthuse and make productive the talented people they need to deliver their missions.

And the workplace itself is changing, the Digital workplace is a critical component. No longer a building, the workplace is anywhere people work and is underpinned by technology, without which people can't deliver. It's no longer just ‘infrastructure’ either - it's the social and psychological environment in which people work. And it's not just about design, it's about creating multi-sensory, multifaceted experiences closely aligned to business drivers, organisational personality and driven by science. Oh, and it's no longer about delivering a series of disparate operational services, it's about delivering and evolving frictionless workplace ‘experiences’.



## ADVANCED WORKPLACE INSTITUTE

Workplace Management is a discipline that transcends traditional organisational boundaries (IT, CRE, FM, HR) to take ownership of the design, delivery and continuous evolution of a total, multi-sensory, multi-faceted employee 'experience', that embraces physical, information, social and service environments all fused together to create the conditions under which the maximum value is extracted from every second in the 'workplace' wherever and whatever it is. It's consciously and systematically constructed to support the organisation in achieving its strategic goals whilst recognizing the need for strategic flexibility in an ever-changing world.

### Speakers



#### **Andrew Mawson, Founder AWA**

Andrew is one of AWA's founders and is widely recognised as an expert on all matters relating to work, place and change management. His evidence and science based approach is at the heart of AWA's philosophy 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.

In 2014 he co-led a cross industry group of experts to develop the Workplace Management Framework - now adopted by IFMA as a baseline for their training and development in Workplace Management.



#### **Matthew Atkin, Senior Associate, AWA**

Matthew is an Architectural Engineering graduate with considerable experience in the construction, delivery, organisational change and ongoing management of workplace environments.

A keen advocate of optimising productivity through environment and behaviour, Matthew has implemented major change programmes and office enhancements across both Europe and Asia, whilst maintaining operational up-time and minimising disruption.