



ADVANCED
WORKPLACE
INSTITUTE

Development Courses 2022

brought to you by the
Advanced Workplace Institute



ABOUT THE AWI

- The AWI is a **unique industry member's network**, dedicated to supporting leaders from all disciplines (COO, HR, OPS, CRE, FM and IT) on their journey to the new world of work.
- Members receive **year-round access** to a series of online and in-person events, unlimited access to the latest scientific research and insights, leading-edge training programs along with a unique opportunity to discuss and debate the most pressing industry issues and challenges within a close network of industry peers.
- The AWI is powered by **Advanced Workplace Associates (AWA)**, a trusted team of global workplace management consultants with 30 years' experience in delivering innovative, integrated and evidence-based future work strategies, research and training.

WHAT DO WE OFFER?



PROFESSIONAL DEVELOPMENT AND SUPPORT

Invest in your professional development and raise your corporate profile in the industry.



VISION AND GOAL CLARITY

Ensure your teams are pulling in the same direction to achieve your vision for your future workplace.



CONFIDENTIAL COMMUNITY

Enjoy a safe space for exploring and sharing ideas, to seek validation.



EXTERNAL COMMS

Seek and find information outside of your organization and function; breaking down boundaries and existing silos.



EXPERTISE

Join with experts across industries, relevant roles and disciplines, to gain access to solutions to common workplace challenges.



RESEARCH AND INSIGHT

Enjoy unlimited access to scientific research, networking opportunities and leading insights.

WHO IS IT FOR?



ORGANISATIONS

looking to invest in the professional development of their employees and raise their corporate profile in the industry.



PROFESSIONALS

spanning **CRE, FM, HR, OPS, IT** and more, seeking an open space for exploring and sharing ideas.



LEADERS / EXPERTS

looking to unite across industries and corporate functions and share ideas and solutions to common challenges.



VISIONARIES

wishing to unite in a shared mission and vision for the future of your workplace.



“SILO-BREAKERS”

seeking insights and opinions outside of your organisation. Breaking down boundaries and removing existing silos.

REGISTER NOW

Register your place now for the following two brand new development programmes launching in 2022, designed to enable you to confidently lead strategic workplace change within your own organisation. Both programmes will run predominantly online with opportunities to meet in person.

1. WORKPLACE LEADERSHIP PROGRAMME

The Workplace Leadership Programme is a 6-month interactive programme (virtual and in person) designed to equip modern HR, FM, CRE and IT and Operations professionals with the knowledge and skills to lead the multi-disciplinary transition to hybrid working with confidence.

Upon completion you will:

- ✓ Know how the hybrid workplace experience can be used to generate competitive advantage
- ✓ Understand what makes for effective workplace design in today's world
- ✓ Learn how to define hybrid working practices that attract and retain talent
- ✓ Lead multi-disciplinary strategic workplace initiatives with confidence
- ✓ Achieve credibility with colleagues across all the functions that enable effective workplaces, including Facilities, IT, HR and Real Estate
- ✓ Receive formal recognition of your achievement and certificate of completion.

Who is the programme for?

This programme is suited to current and aspiring leadership role holders in HR, Facilities, Corporate Real Estate, Technology Management and Business Operations leading organisational workplace change projects and programmes.

Structure

- The programme is divided into **8-modules**, each made up of **2 x 90-minute virtual cohort sessions**.
- Each module is underpinned by AWI's trusted research, including the internationally recognised '**Workplace Management Framework**' (WMF). Comprising of 10 management capabilities needed to manage the modern workplace, the WMF provides a widely used and trusted structure to underpin the development and subsequent assessment of best practice in the management of the workplace.
- As part of Module 4, registrants will attend an **interim and final virtual workshop**, incorporating real life case-studies, designed to bring all key learnings together.
- Participants will have access to online learning that they complete at their own pace.



Course overview

Module / Workshop	Session Topic
MODULE 1	Introduction to Strategic Workplace Leadership <ul style="list-style-type: none">▪ The emergent world of hybrid work▪ The link between the workplace experience and competitive advantage▪ Workplace Management Framework (WMF)▪ The strategic workplace strategy▪ The purposeful workplace
MODULE 2	Understanding Workplace Management <ul style="list-style-type: none">▪ Aligning and designing workplace experiences to business drivers▪ The organisation, the human and the workplace▪ The role of workplace management in cognitive performance▪ Managing the virtual workforce
MODULE 3	Collaboration and Technology <ul style="list-style-type: none">▪ Managing client and colleague relationships▪ Working across the professional disciplines: HR, IT, CRE, FM, Risk▪ Understanding the rudiments of workplace technology▪ Effective deployment of collaborative technology
MODULE 4	Enabling People Performance through change <ul style="list-style-type: none">▪ Large scale 'tribal' change▪ Building a 'case for change'▪ The SCARF model▪ Stakeholder analysis and choreography▪ Communication and engagement - the power of dialogue▪ Building change programmes for minimum disruption
MODULE 5	Capability Management <ul style="list-style-type: none">▪ Defining workplace capacity, supply and demand in a hybrid world▪ Understanding supply and managing demand▪ Technologies for managing capacity▪ Delivering resources for consistency every day▪ Managing resources for service quality▪ Carbon, sustainability and the workplace
MODULE 6	Risk Management <ul style="list-style-type: none">▪ The nature and types of risk▪ Assessing risk▪ Strategies for managing risk▪ Managing business continuity effectively



MODULE 7	Managing Workplace Performance <ul style="list-style-type: none"> ▪ The neuroscience of habit ▪ The Rational - Emotional Model ▪ The link between human performance and workplace performance ▪ Workplace key performance indicators ▪ Process flows for managing workplace ▪ Performance
MODULE 8	Defining and Designing competitive workplace experiences <ul style="list-style-type: none"> ▪ Using data to improve the workplace experience ▪ The workplace user as a consumer ▪ Audience segmentation (thinking like a retailer) ▪ Designing the workplace experience

Course duration

The 6-month programme consists of 8 x 90-minute sessions plus 2 x 3-hour workshops – 18 hours total.

Course fees (£GBP): £2,500 / \$3,300

AWI members to receive free and discounted places as part of their membership. Please refer to the AWI Membership Brochure or speak with your membership manager at the AWI.



2. WORKPLACE CHANGE PROGRAMME

The Workplace Change Programme is a 6-month interactive programme (virtual and in-person) for those wishing to develop their careers as professional workplace change managers and consultants. The programme is designed to give you an in-depth understanding of the components of change, including dealing with resistance, barriers to change, motivating others, the emotional elements of change and maintaining change over time.

Upon completion you will:

- ✓ Gain a tried and tested framework, tools and methods for sustained transition to new work and workplace models
- ✓ Address strategic, technical, organisational, and behavioural challenges to execute positive and transformational workplace change, drawing on the latest scientific research
- ✓ Deliver complex, multi-disciplinary workplace change management programs
- ✓ Apply learnings to your own current change projects, ensuring you can identify specific, tangible takeaways and actions that can be implemented immediately
- ✓ Lead multi-disciplinary strategic workplace initiatives with confidence
- ✓ Receive formal recognition of your achievement and certificate of completion.

Who is the programme for?

This programme is suited to current and aspiring leadership role holders in HR, Facilities, Corporate Real Estate, Technology Management and Business Operations leading organisational workplace change projects and programmes.

Structure

- The programme is divided into **4-modules**, each made up of **2 x 90-minute cohort virtual sessions** held the fourth Thursday of every month from January through April.
- The online cohort sessions are facilitated by AWA's change management professionals.
- The cohort sessions are a combination of small group and large group discussion and are highly interactive.
- Participants will have access to online learning that they complete at their own pace.



Course overview

Module / Workshop	Session Topic
MODULE 1	Change Management Fundamentals
MODULE 2	Workplace & Multi-dimensional Complex Change
	COHORT SESSION ONE (2 hours)
MODULE 3	Building the Case for Change
MODULE 4	Organising for Change
	COHORT SESSION TWO (2 hours)
MODULE 5	Developing a Workplace Change Programme
MODULE 6	Delivering the Change
	COHORT SESSION THREE (2 hours)
MODULE 7	Maintaining the Change
MODULE 8	Change Management Consultant Conduct
	COHORT SESSION FOUR (2 hours)

Course fees (£GBP): £2,500 / \$3,500

AWI members to receive free and discounted places as part of their membership. Please refer to the AWI Membership Brochure or speak with your membership manager at the AWI.



REGISTER YOUR INTEREST

To register your interest in becoming a member of the AWI, or to sign up to one of our Courses, please complete the online booking form [here](#).

KEY CONTACTS



Andrew Mawson
Managing Director,
AWA & AWI
amawson@advanced-workplace.com



Brad Taylor
Director of Consulting
& the AWI
btaylor@advanced-workplace.com



Paul Adams
Senior Associate, AWA
padams@advanced-workplace.com



David Smalley
Senior Associate, AWA
dsmalley@advanced-workplace.com



Phillipa Hale
Senior Associate, AWA
phale@advanced-workplace.com



Partha Sarma
Senior Associate, AWA
psarma@advanced-workplace.com



ADVANCED WORKPLACE INSTITUTE

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LONDON

Workplace House,
69 Turnmill Street,
London EC1M 5RR,
United Kingdom
+44 (0) 207 743 7110

NEW YORK

WorkHouse,
21 West 46th Street,
New York
NY 10036, USA
+1 646 - 585 - 2009

PARIS

Advanced Workplace
Associates Ltd
3 Rue De Stockholm
75008 Paris, France
+33 674794631



<https://www.advanced-workplace.com>