




Managing Down

Selling the Value of FM from the Grounds Up



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Agenda



- State of the State of FM
- Recognize Value
- Sell Up, Out, & Down
- Measure, Manage, & Market
- Resources
- Q&A

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State of the State of FM...

- Technically Apt
 - Strength = Weakness
- How measure & market
 - "I'm not a role model"
- Sell the Value of the Team and every Team Member
 - *From the Grounds Up*



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Selling FM

- Understand Business
 - Business Drivers
 - Political Motivators
- Recognize Value
 - The Rule of 100/10/1
- Sell Value
 - "More Than Glorified Janitors"



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Recognize the Value of FM




- The Rule of 100/10/1
 - 100 – People Productivity
 - 10 – Facilities
 - 1 – Utilities

Costs - Overhead

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100 – Increase Productivity...



Thermal Comfort

- 4% per 1 degree
- Warm = 56% more errors
- Cold = 28% more errors
- Low RH (below 25% = 7% slower

Indoor Air Quality

- Change Air Filter = 9%
- +1 CFM/SF = 4%

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10 – No More Firefighting

Cost of Reactive Maintenance

- RM Costs 3X to 5X more than PM (MT-Online)
- DOT Study found 8X higher costs


Value of a robust program


- Reduce O&M costs by 50% (IFMA)
- Double productivity of staff (IFMA)

1 – Green Equals Green...





- Understand Green Goals
- Maintenance Saves Energy
 - Filters – 15% to 20%
 - Cleaning Coils – 30%
 - Aligning Equipment – 15+%
- RCx and Cx365 – 15% to 25+%
- Measure & Market Savings!







You Can't Afford Not To...

- Easiest HVAC Maintenance?
 - 1 – Energy Efficiency
 - Filters – 15%+
 - Coils – 30%
 - 10 – Increased Facility Costs
 - Reactive Maintenance
 - Capital Expenditures
 - 100 – Productivity Loss
 - 4% per 1F
 - 9% clean filters

Let's Crunch Some Numbers...

- Avg. Burdened Rate/FTE/Yr
 - \$100,000 /FTE/Yr
- Avg. Revenue/FTE/Yr
 - \$300k+ /FTE/Yr????
- Homework
 - Avg. Burdened Rate
 - Avg. Revenue Generation



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Play All Angles...

- Triple Bottom Line*
 - Financial
 - Social
 - Workplace
 - Marketplace
 - Community
 - Environmental



*Elkington 1994

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Selling FM "Down"...



- Shared Vision/Mission
- Get Team On-Board
- Every Team Member Sells
- Market Team
- Diplomats...

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Selling FM "Down" ...



- Shared Vision & Goals
 - Top-down & Bottom-up
 - Collaborative
 - Establish Purpose/Direction
- Get Team On-Board
 - Ownership
 - Work With, Not Against
 - Multiply Efforts
 - "I'm Not a Role Model"

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Selling FM "Down" ...



"Selling from the Grounds Up"

- Recognize Value
 - Ownership in Delivery
 - Job Satisfaction
 - Employee Retention
 - Mutual Appreciation

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Selling FM "Down" ...



- Sell Value
 - Soft Skills Training
 - Every Team Member Sells
 - "Elevator Speech"
 - Diplomats...
 - Always Selling
 - Solicit Customer Feedback

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Selling FM "Down" ...



- Team Training & Development
 - Soft Skills Training
 - Succession Planning
 - Capture Tribal Knowledge
 - SOPs/MOPs/EOPs
 - Apprenticeships/Interns

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Measure/Manage/Market

- Measure
 - CMMS/CAFM/IWMS
 - Key Performance Indicators (KPIs)
 - Benchmarking
- Market
 - Marketing Plan
 - Share Successes
 - Post Goals & Progress
 - Training & Certifications
 - Team Member of the Month



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Questions?

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