

10 Tips for creating a *killer* facilities strategy

Having a clear FM strategy will minimise your costs, risks, and wasted resources.

As with any company policy or strategy, your facilities strategy should be a formal document, signed off at board level, with key targets that your organisation commits to deliver.

We have a wealth of knowledge and experience of FM and Estates Strategies. Here are our top 10 tips to ensure yours has the best possible impact.

1 Start at the Finish

Begin by being very clear what you want to deliver. What is the purpose of your buildings? Are you trying to deliver a great customer, employee, student or patient experience? Or all of the above?

Agree with your all stakeholders what this means and how it can be measured.

You can then be clear about what you need to deliver and ensure that your efforts to provide value for money do not interfere with, or undermine, your agreed aims.

2 Understand your organisation from the ground up

Do your research. Make sure that you know where everything is, who uses it and when. Talk to the people who are involved: your cleaners can give you insights that no one else can – they live it every day, after all.

If it's complicated, get some help, but only move past this step once you have a VERY clear picture in your own head of the challenges your organisation faces.

3 Write down what success looks like

Once you know what the organisation needs, define the outcome of the strategy. This is your “strategy mission statement”. It can be as detailed or as high-level as you like, but crucially it must define the strategic challenges and how they might best be dealt with.

4 Talk with your stakeholders

Communication is key. You need to sit down with a lot of people, ask a lot of questions and write notes.

Think of your stakeholders as your customers – your strategy needs to deliver for them. Good workplaces enable the people within, so get the ball rolling by finding out what they need.

5 Revise your thinking

Once you've captured all your stakeholders' needs, you'll need to compare them to the initial plan you came up with yourself. Revise your plans to cater for stakeholder needs.

6 Draft your strategy

Take time to write up your strategy, keep it in draft at this stage. Start simple, you can flesh it out later.

7 Talk your stakeholders through the plan and get their views

Circulate your draft to your stakeholders. Sit down with them and get their views.

8 Finalise and sign off

Once you've spoken to all stakeholders and you've captured all the feedback, revise your plan, share it with your stakeholders and get it signed off at board level.

Keep it short and simple. The strategy should be high-level and easy to read – regardless of background. Don't get too technical. Save the detail and specifics for the one or two people that need to know.

9 Talk about it – Lots!

Share it with everyone in the organisation, and those outside that need to know.

Next: broadcast it - on your intranet, in meeting rooms, in the kitchen. In fact, put it everywhere.

You need to talk about it every time you get a chance.

10 Deliver, Revise and Review

Get out and do it, it might get tough at times, but it will be worth it! Remember though:

Nothing ever stands still; and neither should your strategy.

A good strategy is a live document that enables the business to perform.

Revise and update it regularly, check it is still fit for purpose and ensure that you stay up to date with changes in technology. Make changes as you go.

**Need help with your killer strategy?
Contact Rudi du Plessis.**

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