

# Mastering Facility Metrics: The FM's Guide to O&M Benchmarking

This intensive, 4-hour course will provide practical, hands-on guidance for starting down the path of effective benchmarking. We will discuss how to capture data, present information in a way that tells a story (and convince people to buy off on an idea!) and ultimately, operate your facility more efficiently.

You will walk out with a business case template that can be used on your next project request. **Bring your own data for analysis as part of this hands-on workshop.**

All attendees will receive a **FREE** copy of IFMA's North America O&M Benchmarking Report.



## Why Attend?

- ▶ Understand the different types of benchmarking data (sustainability, janitorial, maintenance, staffing, project performance).
- ▶ Learn where and how to capture key facility metrics.
- ▶ Master simple data analysis techniques and tools (data visualization, anyone?).
- ▶ Develop effective business case studies.
- ▶ 1-on-1 virtual data consultation with the instructors after the event.

## Who Should Attend?

This workshop is ideal for facility managers at all levels who want to start benchmarking their facilities. Attendees will also be contacted prior to the event to solicit any specific benchmarking needs they have or data they would like to potentially see incorporated as part of the workshop.

## Key Learning Outcomes

**Identify and Differentiate Benchmarking Data Types:** Understand the various types of benchmarking data, including sustainability, janitorial, maintenance, staffing, and project performance, and their significance in facility management.

**Capture and Utilize Key Facility Metrics:** Learn effective methods for capturing essential facility metrics and how to use this data to improve operational efficiency and support decision-making processes.

**Apply Data Analysis Techniques:** Gain proficiency in simple data analysis techniques and tools, including data visualization, to transform raw data into actionable insights and compelling narratives.

**Develop Convincing Business Case Studies:** Master the skills needed to create persuasive business case studies that effectively communicate the value of proposed projects and initiatives, supporting buy-in from stakeholders.

## Speakers

**Jake Smithwick, PhD, MPA, FMP:** Dr. Jake Smithwick is a professor at the University of North Carolina in Charlotte. Jake and his team have assisted hundreds of owners improve performance outcomes across thousands of projects (\$15+ Billion of procured services in construction, IT, auxiliary services, design, healthcare, insurance, and more). His industry experience also includes field inspection of nearly 2,000 roofing systems (74 million square feet) across the United States, and six years in the US Air Force Reserve (civil engineering squadron).

**Kenn Sullivan, PhD, MBA:** Dr. Kenn Sullivan is a professor in the Del Webb School of Construction at Arizona State University. His expertise includes leadership development, organizational transformation, advanced business development and RFP response processes, along with company operational and financial health assessments. Kenn possesses a BS, MS, and PhD in Civil and Environmental Engineering, and an MBA in Real Estate and Urban Economics, all from the University of Wisconsin – Madison. He co-authored the book *Managing the Profitable Construction Business* and has authored over 200 peer reviewed publications.