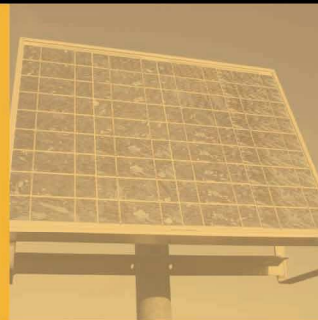


# *Aligning Facility Plans with Business Goals*



EST. 1980

PRESENTED BY: John Benny, PE, CFM on March 1, 2007



# Introduction

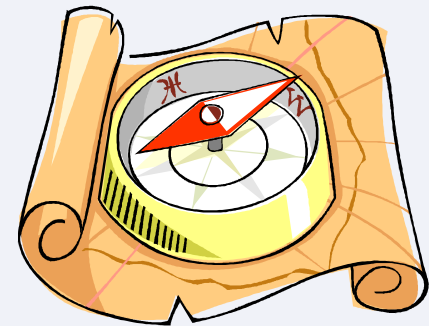
- Survey
- Overview
  - Strategic Plan
  - Be a Valued Partner
  - Promote value propositions
  - Summary
- Q&A

# Today's Objective

- Discuss the relationship of the Strategic Business and Strategic Facility Plans
  - Provide ideas on how to achieve the best alignment of those plans
- Discuss the advantages of being recognized as a Business Partner
  - A partner that brings value to the business
- Discuss how to “pass the test”
  - Raise your chance of getting Facilities initiatives and projects approved.

# Strategic Business Plan

- *“ Describes the future state of the business and the strategies or methods by which the organization can move forward to that future state.”*

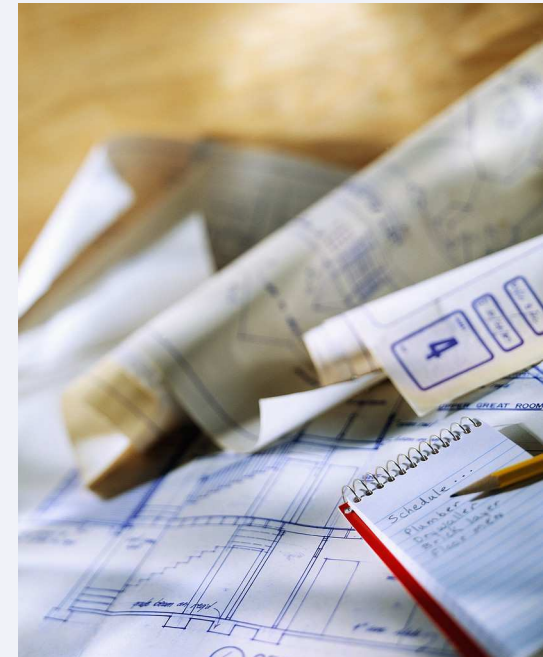


# Strategic Plan Elements

- *Subordinate Plans that make up the overall Strategic plan answer the following:*
  - **Processes** (what, how & when)
    - Products & services
      - (e.g., manufacturing plans, marketing plans, strategic sourcing, partnerships)
  - **People** (who)
    - Org Culture & Paradigms
      - (e.g., self perform, outsourcing, off shoring)
  - **Place** (where)
- *Key Concept*
  - ***There should be a facilities plan to support every company business plan***

# Strategic Facilities Plan

- The Strategic Facilities Plan is an supporting strategy to the strategic business plan
- The Facilities plan becomes one of the Tactical Plans for the Business
  - It is the what, where, when and how
  - Enables the other elements of the plan



# Be a Valued Business Partner

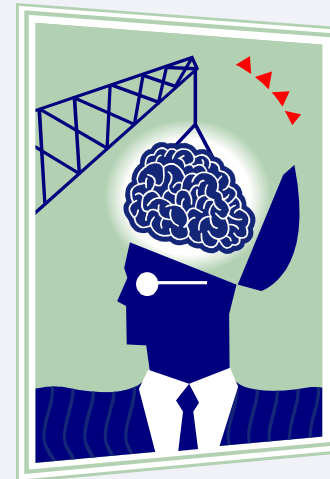
- “A business partner understands the overall business and leverages that understanding to accomplish their mission and objectives.”
  - **Strategic Understanding**
    - The long view, the *what* and *why*
  - **Tactical Understanding**
    - The short view, the *who*, *where*, *when* and *how*
  - **Skills & Experience**
    - To develop and *implement* plans, programs and projects

# Be a Valued Business Partner

- What does it mean?
  - **Know the organization**
    - Critical processes (programs) of your business
    - Strengths, Weaknesses, Opportunities, & Threats (SWOT)
    - Financial & non-financial objectives
    - Culture
  - **Understand what success is to the organization**
    - How is it measured? What does it look like?
  - **Know business plans and their owners**
    - The Stakeholders and customers of Facilities services
- Key Concept
  - **Be known as a “value added” partner to your internal customers**

# Know your Customers

- Key Concept:  
Understanding the Strategies, Business Goals and Objectives of your *customers* are key to being successful in receiving approval and implementing Facility Plans.

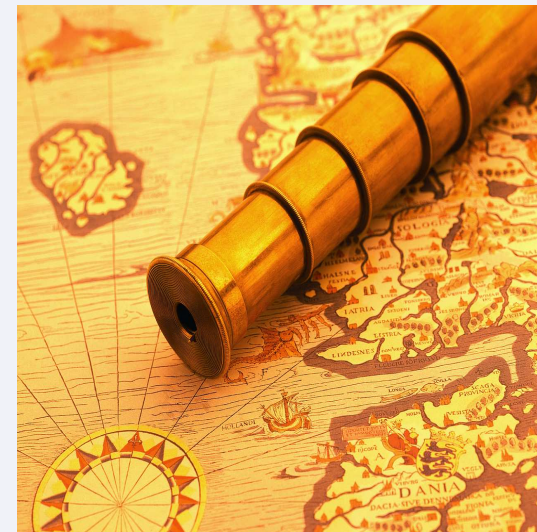


# Vision Statement Example

- Our goals are linked clearly to the goals of the organizations that we support
- Our organization is aligned to support our business partners
- We are structured to execute business processes efficiently and effectively

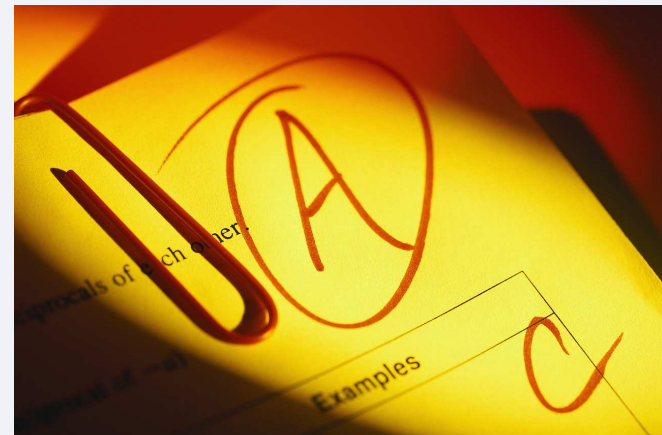
# Alignment of Projects

- **Being on the Path**
  - On the strategic facilities plan
    - Tactical plan is a supporting element of strategic facilities plan
  - On the tactical plan
    - Project is a specific objective or line item on the annual plan
- **Clear line of sight**
  - Project should be directly traceable or linked to both strategic and tactical plans



# Projects that are Value Propositions

- **Passes operational tests**
  - “best” solution for identified need
- **Passes the financial tests**
  - return on investment, return on net assets, etc
  - “Affordability”
- **Supported by customers & stakeholders**
  - Direct support of customer business plan
  - Direct support of stakeholder business plan



# Key Concepts

- ***Understanding*** the Strategies, Business Goals and Objectives of ***your customers*** are key to being successful in receiving approval and implementing Facility Plans.
- There should be a ***facilities plan*** to support every company business plan
- Strive to be known as a ***value added partner*** to your internal customers
- Projects should be ***directly traceable*** or linked to both strategic and tactical plans of the customer
- Projects need to ***pass the test***

# Questions & Answers



# Session References

## ■ Primary References

- Cotts, David G. (2001) *The Facilities Management Handbook Second Edition*. American Management Association, New York, New York, USA.
- Kaplan, Robert S. and Norton, David P. (2001) *The Strategy Focused Organization*. Harvard Business School Press, Boston, Massachusetts, USA

## ■ Other References

- Combe, Marge (2000) *Translating Strategy into Projects – An Organizational Perspective*. Northwestern Mutual Life, January, 2000

# Facilities Management Resources

## ■ Professional Associations

- International Facilities Management Association (IFMA)

 <http://www.ifma.org>

- Seattle Chapter

 <http://www.ifmaseattle.org>

## ■ FM Resources

- Better Bricks

 <http://www.betterbricks.com>

- Plant Ops/State of Washington General Administration Department

 <http://www.ga.wa.gov/plant>

## ■ University of Washington

- Facilities Certificate Program

 [http://www.extension.washington.edu/ext/certificates/fam/fam\\_gen.asp](http://www.extension.washington.edu/ext/certificates/fam/fam_gen.asp)



PEOPLE



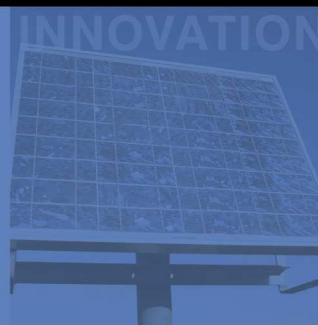
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THANK  
YOU

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PROCESS



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