



# Seattle IFMA LUNCH & LEARN



**IFMA**<sup>TM</sup> Seattle  
Chapter  
International Facility Management Association

# Upcoming Events

---

- **FM Roundtable: Information Technology Management**
  - February 16th | 10am-11am | Virtual
  - Starting a more engaging format for all attendees
  - Talk to Trevor!
- **Tacoma-Pierce County Clean Buildings Symposium**
  - February 23rd | 8am-12pm | Environmental Services Building
  - Educating Tacoma-Pierce County commercial real estate professionals on WA Clean Buildings Performance Standard
- **FM Roundtable: Finance and Business (Associates Welcome)**
  - March 15th | 10am-11am | Virtual
  - Talk to Trevor!



# Envisioning a World with Net-Zero Carbon Emissions

NEEC's mission is to eliminate carbon emissions from building energy use through market-based thought leadership, education, and advocacy.

[www.neec.net/programs/](http://www.neec.net/programs/)

## NEEC PROGRAMS



### Smart Buildings Center

A multi-functional energy efficiency headquarters in Seattle, Washington. This facility is a place to meet, train and access our Tool Lending Library.



### Tool Lending Library

Diagnostic tools for short term loan available to building owners, managers and energy service professionals in Washington and Oregon.



### Building Operator Certification

A training program that offers facilities personnel skills and knowledge to transform workplaces to be more comfortable, energy-efficient and environmentally friendly.



### Technical Assistance Helpdesk

The Clean Buildings Performance Standard Helpdesk



# Tool Lending Library

Often the first step to achieving operational excellence is gaining an understanding of how the systems in the building are actually operating.



- Diagnostic & Monitoring Tools
- Over 85 Tool Types
- Online reservation system
- Loan period up to 4 weeks
- Local pickup or shipped



**FREE!!!**

Search Within...

Per Page  View  Sort By

Availability


In stock now

Type

Electronics (1)


Tools (986)

9




Dent ElitePro XC  
Logging Power Meter

Overdue



Flir E6 Infrared  
Camera


In Stock Now



Fluke 971  
Temperature &...


In Stock Now

22




Fluke 1730 3 Phase  
Logging Power Meter

In Stock Now



Glass Thickness Meter  
& Low E Detector

In Stock Now



Luminance Meter

Overdue

Scan to browse our  
inventory & request tools!



# Clean Buildings Performance Standard Helpdesk

Individual Consultations

Training Videos

Resources Website



 [cleanbuildingshelp@smartbuildingscenter.org](mailto:cleanbuildingshelp@smartbuildingscenter.org)

 206-624-7570



**FREE!**

# Thank You to our Sustaining Sponsors!

## Platinum



SWINERTON



## Silver



# Communication: What we need to know to get what we need!

---

## Brent Ward

FMP, SFP, CFT

IFMA Instructor

IFMA Oregon Southwest Washington Chapter Treasurer

IFMA Facility Management Consultants Council Vice President





A background network diagram with a dark grey gradient. It features a complex web of thin black lines connecting various circular nodes. The nodes are primarily black, but some are colored in shades of purple, blue, and light grey. The overall effect is a dense, interconnected web of points and lines.

# COMMUNICATION

WHAT IS IT?

TO WHOM DO WE NEED TO COMMUNICATE?

WHY DO WE COMMUNICATE?

HOW DO WE COMMUNICATE?

WHAT DO WE COMMUNICATE?

# WHAT IS IT?

- : Information communicated, transmitted, or conveyed.
- : A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.
- COMMON
- EXCHANGED



The slide features decorative elements consisting of several circles of various colors (light blue, purple, orange, teal, pink) scattered in the top-left and bottom-right corners. The main title is positioned in the upper left area.

# TO WHOM?

- C-SUITE
- IMMEDIATE LEADER
- IMMEDIATE REPORTS
- REPORTS REPORTS

A cluster of decorative circles in the top-left corner, including a large light blue circle, a small orange circle, a small light blue circle, and a small purple circle.

# WHY?

- OPEN HONEST COMMUNICATION BUILDS TRUST
- SENDS A MESSAGE
- TO GET TO KNOW SOMEONE BETTER
- TO GET TO KNOW SOMETHING BETTER
- TO INFORM OTHERS
- YOU WANT SOMETHING





The slide features decorative elements consisting of several circles of various colors (light blue, purple, orange, teal, pink) scattered in the top-left and bottom-right corners. The main title is 'HOW 1.0?' in a large, dark teal, sans-serif font.

# HOW 1.0?

- STUDY
- PREPARE
- OUTLINE
- REHEARSE
- USE THESE DAILY



# HOW 2.0?

- LISTEN
  - BODY LANGUAGE
  - GESTURES
  - SCENT
  - VISUAL
  - VERBAL
  - **ALL TOGETHER NOW!**
- 

# INTERPERSONAL SKILLS:

- THE COMMUNICATION SKILLS PLUS THE SOCIAL AND CULTURAL AWARENESS TO BUILD AND RETAIN RELATIONSHIPS.

INVOLVES:

LISTENING

CONVERSING

AFFIRMING

NURTURING

ENGAGING

STORY TELLING

RECALLING

# AFFECTIVE MEANING OF WORDS:

- LITERAL MEANING
- AFFECTIVE MEANING – EMOTION:
- POSITIVE
- NEGATIVE
- RIVER V STREAM
- HOUSE V HOME
- PARENTS V MOM AND DAD
- CHILDREN V KIDS
- BARBECUE



# METAPHORS:

- When your dead, you don't know you're dead. The pain is felt by others. The same thing happens when you are stupid. Gaylene Sanyos
- Wisdom has been chasing you, but you have always been faster. Neil deGrasse Tyson

# ANALOGY:

- Life for some people, is like a river full of rapids.
- Putting this program together was like pulling teeth.

# LEVERAGE QUOTES:

- Everyone appreciates your honesty, until you're honest with them. Then you're an asshole.

George Carlin

- The single biggest problem in communication is the illusion that it has taken place.

GB Shaw

The slide features a light gray background with decorative elements. In the top-left corner, there are several overlapping circles in shades of light blue, purple, and orange. In the bottom-right corner, there are more overlapping circles in shades of purple, blue, and pink. The main title 'USE VISUAL AIDS' is positioned in the upper left area, rendered in a large, bold, dark teal font.

# USE VISUAL AIDS

- OBJECTS
- PAINT A PICTURE
- DISPLAY A PICTURE

## SELECT LEASE TRANSACTIONS

Tenant	Building	Submarket	Type	Square Feet
Amazon	Redmond Town Center	Redmond	Direct Lease	111,368
UW Medicine	Safeco Plaza	Seattle CBD	Sublease	55,000
WSP USA, Inc	ABAM Bldg	Federal Way/Auburn	Renewal/Expansion	34,807
Monolith Productions	Touchstone Kirkland	Kirkland	Direct Lease	33,096
Nvidia	Quadrant Willows - Bldg A	Redmond	Direct Lease	27,370

## SELECT SALES TRANSACTIONS

Building	Submarket	Sale Price	Price/SF	Square Feet
Tower 333	Bellevue CBD	\$401,486,667	\$968	414,964
400 University @ Rainier Square	Seattle CBD	\$81,000,000	\$664	122,000
3003 77th Avenue Southeast	Mercer Island	\$46,450,000	\$300	155,000
I-90 Corporate Campus	I-90 Corridor	\$19,000,000	\$433	43,833
Columbia Building	520 Corridor	\$15,332,333	\$216	71,000



U.S. EMPTY OFFICE SPACE

48,125 FLOORS

122.275 feet

# 1 BILLION SQUARE FEET OF EMPTY OFFICE SPACE

IN THE UNITED STATES

The U.S. has almost 1 billion square feet of empty office space. If stacked as a single office tower, it would span over 48,000 vacant floors.

## OFFICE FLOOR DIMENSIONS PER FLOOR

AURORA BOREALIS

FLOOR AREA  
20,000 sq ft

CEILING HEIGHT  
11 ft

Executive Suite

Reception

Meeting Room

If a tower of empty offices would cross into the stratosphere, where the International Space Station orbits Earth.

Over 60 skyscrapers are resulting in 5-10 office towers at risk of doubling each month, according to Trizec.

NETEORS

Reception

Strategist

Meeting Room

The top 5 cities with the most vacancies are New York, D.C., Chicago, Dallas, and Houston. Taken together, they would nearly just be starting their 100,000-foot from Earth's surface.

The surge forces of a hybrid work model is driving risk in the real estate from the office market. CBRE's research shows that at least 30% of towers could lose up to 30% in value this year.

New York's empty office space that would extend past the atmosphere's first wave at over 7 miles above Earth.

WEATHER BALLOON

GIORGIO ARMANI

WASHINGTON D.C.

3,699 FLOORS

14,583 feet

NEW YORK

3,790 FLOORS

15,490 feet

MOUNT EVEREST

29,000 feet

# WHAT DO WE COMMUNICATE?

- VALUE OF THE FM DEPARTMENT
- BUSINESS CASES
- BUDGET NEEDS
- RFQ/Ps
- EMERGENCIES

ACTIVELY  
PASSIVELY  
DELIVERY  
COOPERATION

# TAKEAWAYS:

## 1. KNOW YOUR AUDIENCE

- A. ARE YOU LEADING UP?
- B. ARE YOU MENTORING?
- C. ARE THEY PEERS?
- D. WHAT DO THEY ALREADY KNOW ABOUT THE SUBJECT?
- E. HOW DO THEY LEARN BEST?

## 2. KNOW YOUR MATERIAL

- A. DON'T READ IT, USE AN OUTLINE
- B. PRACTICE, PRACTICE, PRACTICE
- C. USE GOOD VISUAL AIDS
- D. PAINT A VIVID PICTURE
- E. USE INTERPERSONAL SKILLS
- G. USE METAPHORS, ANALOGIES, QUOTES

# MORE TAKEAWAYS:

- FMS ARE THE UNDERDOG IN MOST ORGANIZATIONS
- COMMUNICATION IS THE KEY TO GAINING RESPECT
- COOPERATION WITHIN AND WITH OTHER GROUPS
- DELIVERING - UNDER PROMISE, OVER DELIVER





QUESTIONS?



**IFMA**<sup>TM</sup> Seattle  
Chapter  
International Facility Management Association

Seattle IFMA  
**LUNCH & LEARN**  
**THANK YOU!**



**IFMA**<sup>TM</sup> Seattle  
Chapter  
International Facility Management Association