



# Add “PRO” to Your FM Career with the ProFM Credential

Tuesday, June 30, 2020  
1:00 – 1:30 PM Eastern Time

*This session will be recorded. A link to the presentation slides and recording will be made available within five days.*

BUILDING OPERATING MANAGEMENTS  
**NFMT**  
National Facility Management & Technology

**ProFM**  
CREDENTIAL

**FMD** Facility  
Maintenance  
Decisions™

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INFORM, EDUCATE,  
& CONNECT OVER  
**230,000**  
FMs WORLDWIDE

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building  
OPERATING  
management

HEALTHCARE  
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# Today's Speakers



**Randy Olson**

Vice President,  
Business Development  
ProFMI



**Dale Wenger, ProFM**

FM Consultant & Instructor

# What We Will Cover

- ✓ How the FM Industry is Changing
- ✓ Knowledge & Skills Required of FMs
- ✓ ProFM Delivers the 24 Things Every FM Should Know
- ✓ Benefits to Employers & Professionals
- ✓ Elevating Your FM Skills in 5 Steps
- ✓ Special Savings and Questions

# The FM Industry Is Changing

- Current pandemic has brought FM into the spotlight with new demands and expectations
- Experienced facility professionals are retiring and leaving a gap in expertise
- Technological advancements are creating a need for continuous learning
- Roles of FMs are evolving to be more strategic, analytic, and focused on the company's core business mission





**84%** OF EMPLOYERS

**say there is a gap between the  
FM skills and knowledge  
their teams require and what they  
currently possess**

Source: 2019 Training Outlook Survey, BOM

# Employers' Top Skill/Knowledge Requirements

1. Compliance & Standards
2. Communication
3. Leadership Skills
4. Project Management
5. Environmental Health & Safety
6. Contract Management
7. Emergency Management
8. Technical Services



*Source: 2019 FM Training Outlook Survey, BOM*



**8** OUT OF **10**

**FM professionals feel that they could use more FM knowledge, skills and training for their current job**

Source: 2019 Training Outlook Survey, BOM

# How Can Credentials Make an Impact?

- ☑ Define a **global standard of knowledge and skills**
- ☑ Provide a platform for employers to **bring a team's knowledge and skills to a common level**
- ☑ Help professionals **update and expand** their **technical knowledge** to increase on-the-job performance
- ☑ Prepare individuals for **leadership** or their **next career move**





# ProFM Credential: Built by FMAs, For FMAs



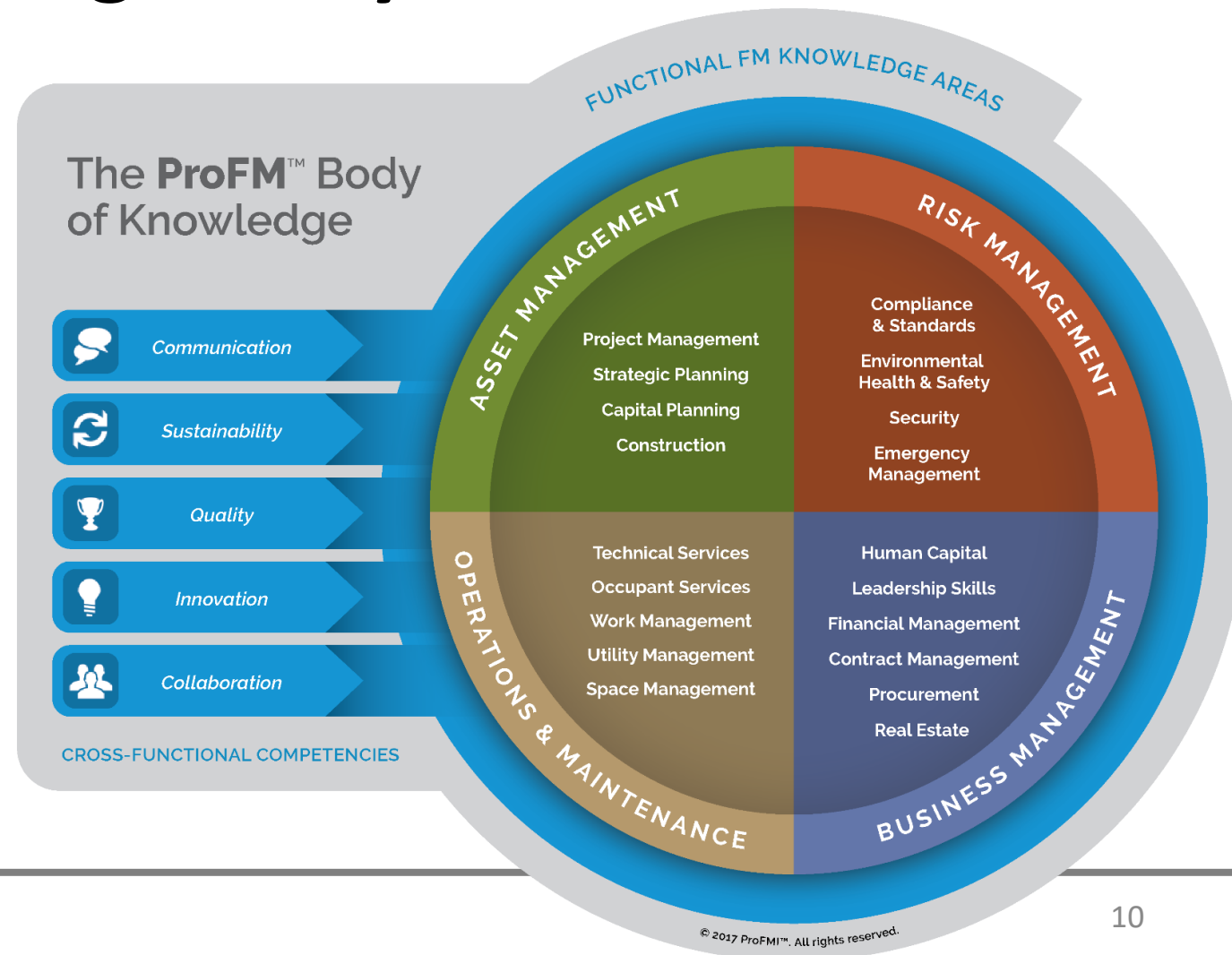
*Today's global standard for FM professionals*

# ProFM Delivers the 24 Things Every FM Should Know

ProFM defines the **knowledge, skills, abilities, and behaviors** required for facility managers to be successful now and in the future.

This success is dependent on not only **what you know**, but also **how you apply it**.

[www.ProFMi.org/BOK](http://www.ProFMi.org/BOK)

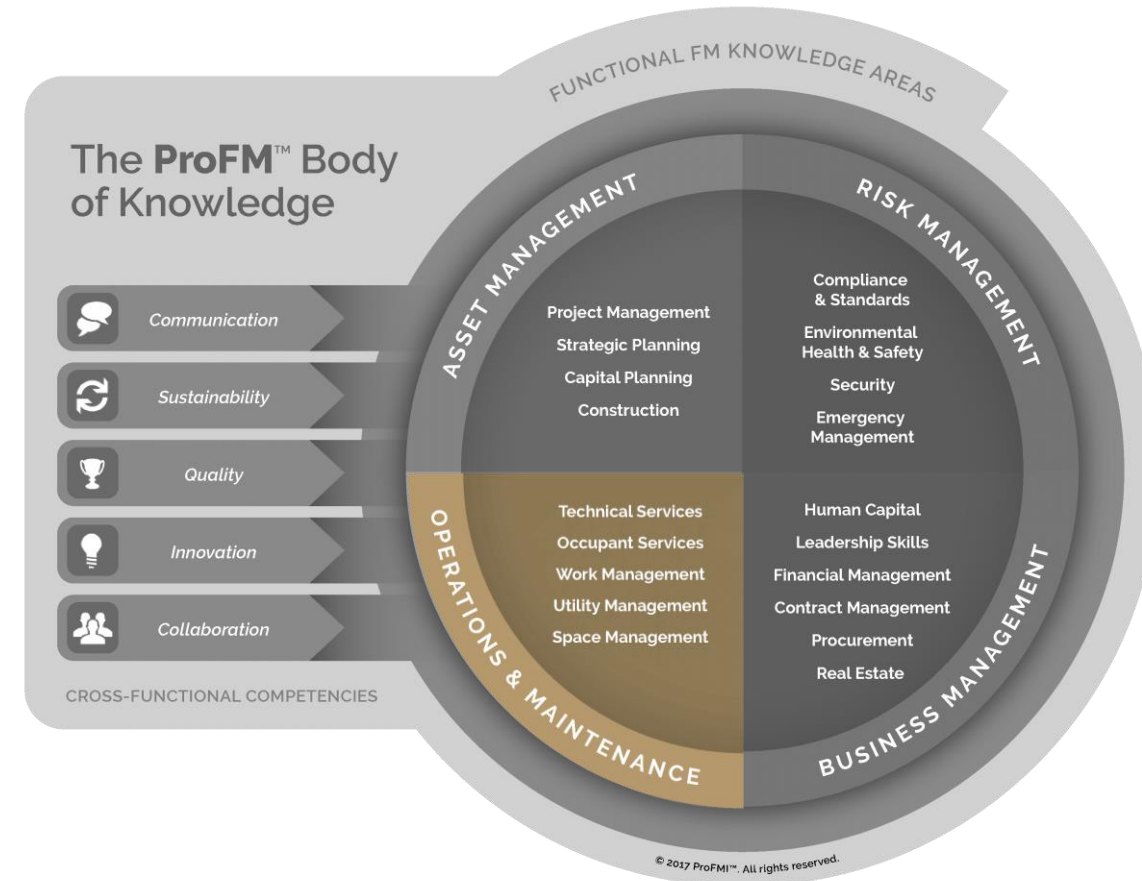


# Operations & Maintenance

All of the **services, processes, workflows,** and **tools** required to assure that the built environment functions as designed and constructed.

## ProFM Topics:

- Technical Services
- Occupant Services
- Work Management
- Utility Management
- Space Management



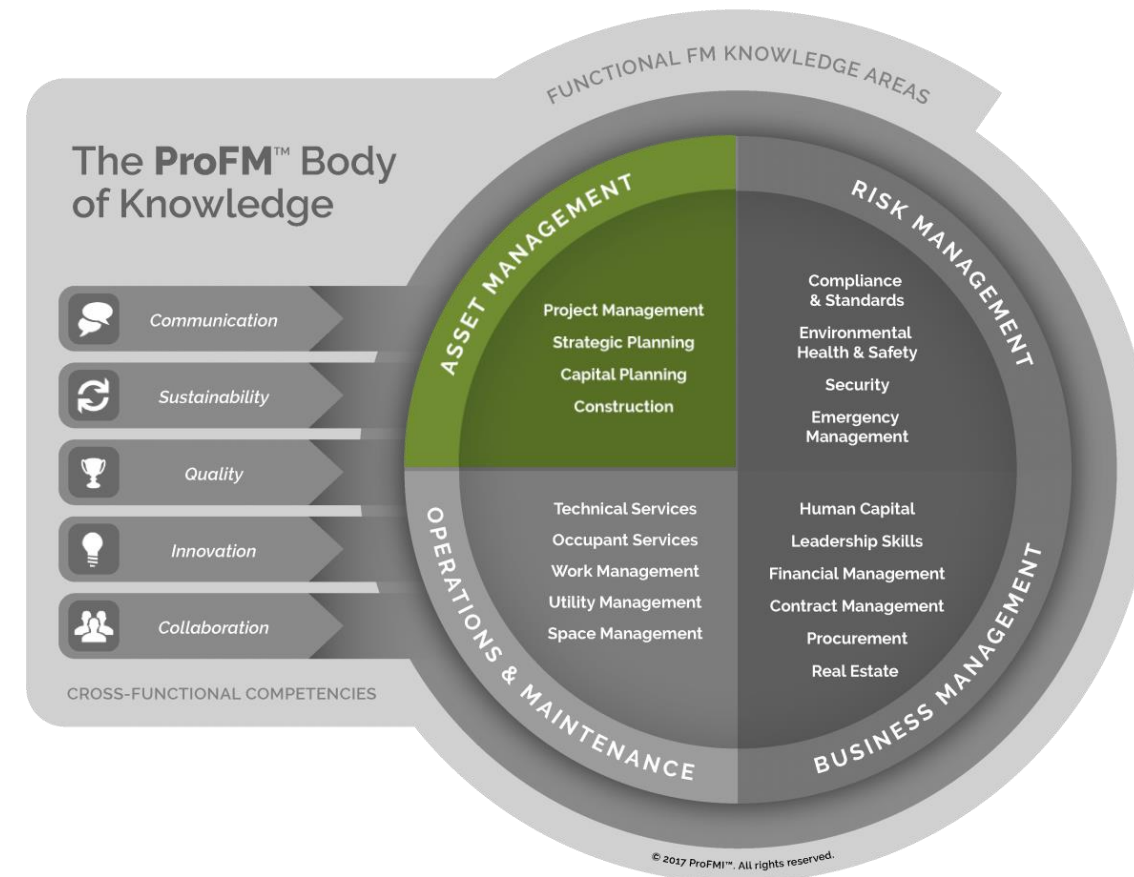
# Asset Management

The “**coordinated activity of an organization to realize value from assets.**”

An asset is an item, thing, or entity that has potential or actual value to an organization and can include a widely distributed portfolio of undeveloped land, facilities, and equipment.

## ProFM Topics:

- Project Management
- Strategic Planning
- Capital Planning
- Construction



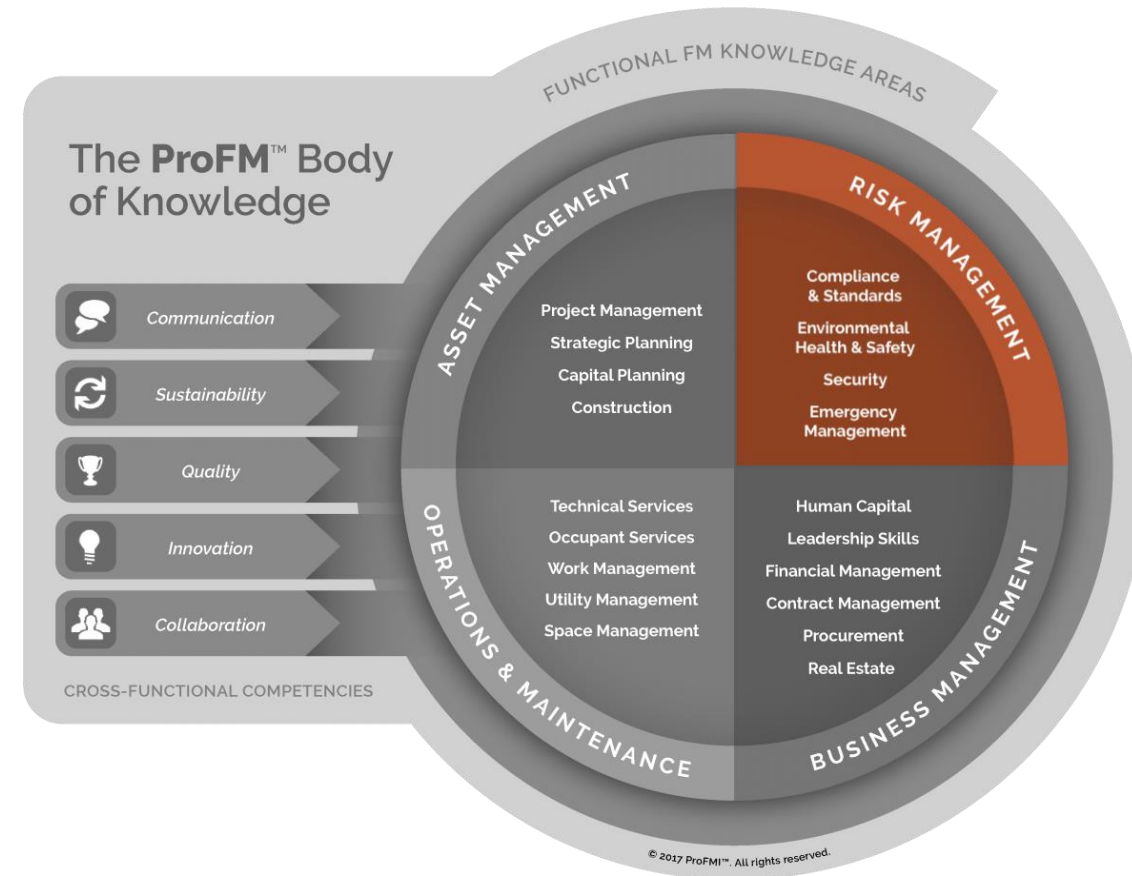
# Risk Management

The process of **identifying, analyzing,** and **treating** the risks that an organization faces.

Risk is the possibility that an outcome will be different from what has been anticipated or planned for.

## ProFM Topics:

- Compliance & Standards
- Environmental Health & Safety
- Security
- Emergency Management

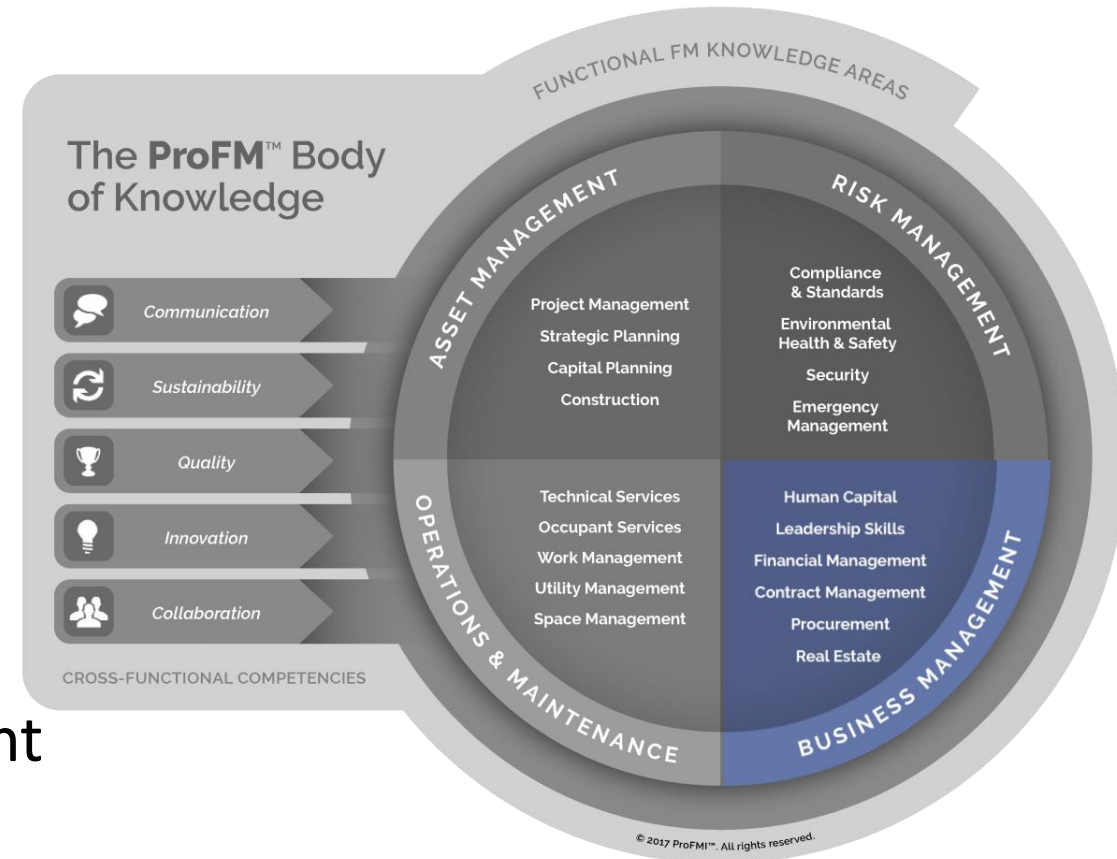


# Business Management

Facility managers are business managers. **Managing the facility function as a business** in its own right is a critical mindset for facility managers to adopt. When facility managers realize that results are what counts, they will hold themselves accountable for success.

## ProFM Topics:

- Human Capital
- Leadership Skills
- Financial Management
- Contract Management
- Procurement
- Real Estate

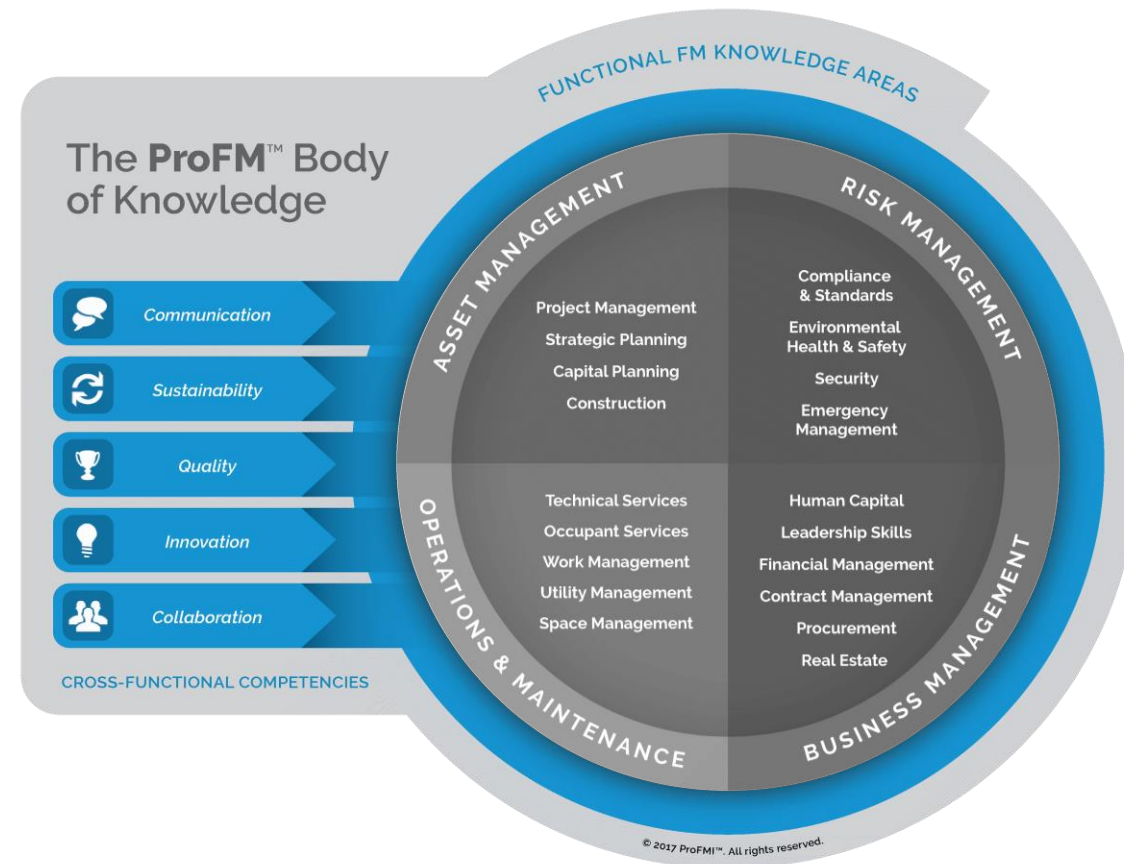


# Cross-Functional Competencies

A competency is a cluster of **skills, knowledge, abilities, and personal traits** that allow one to perform certain roles or tasks successfully and at an advanced performance level. Competencies can be technical, managerial, cognitive, and interpersonal.

## ProFM Topics:

- Communication
- Sustainability
- Quality
- Innovation
- Collaboration



# Benefits for Your Organization

- **Formalize Requirements:** Understand, communicate, and plan for the skillsets you need and those defined by ISO 41000 and FBPTA
- **Evaluation:** Evaluate potential candidates and current staff for training opportunities and advancement
- **Training:** Create a training roadmap for the skills your team requires to fill skill gaps
- **Communication:** Creates a common language within and across teams
- **Performance:** Give your team the knowledge and tools to maximize the efficiency of your facilities and the people within them



**75%** OF EMPLOYERS

have seen better job performance  
in their staff as a result of  
FM training and credentials

Source: 2019 Training Outlook Survey, BOM





“  
**My company is benefiting directly from my ProFM credential.** I've enhanced my leadership skills and every day, I put into practice my knowledge of the five cross-functional competencies and four functional FM knowledge areas. In addition, a knowledgeable and educated workforce improves the company's image and contributes to the company's bottom line.

**George F. Smith, III**  
MS, CFM, ProFM, FMP, LEED Green Associate  
Senior Facility Manager , Cushman & Wakefield

I AM A **ProFM**®

# Benefits for FM Professionals

ProFM can impact your career at any stage:

- **Early Career:** Build new FM skills and gain recognition with employers, clients, and co-workers
- **Mid-Career:** Fill knowledge and skill gaps, build competency to implement business improvements, and show a commitment to leadership
- **Senior Career:** Update and validate knowledge, build competency to plan and implement strategic improvements, and identify knowledge and skill gaps in staff



**77%** OF FM PROFESSIONALS  
feel that they need more FM knowledge  
and skills to advance further in their  
profession/organization

Source: 2019 Training Outlook Survey, BOM



ProFM is an incredibly comprehensive and well put together training program and it's almost eerie how applicable everything I learned is to my work every day. **It's helped me implement cost effective, sustainable strategies that have benefited our entire organization.**

**Joe Toro, ProFM**

Las Vegas Convention Center & Visitors Authority

I AM A **ProFM**®

# Elevate Your FM Skills In 5 Steps



## INVEST



ProFM Credential Program: Self-study program or instructor-led course.

## ASSESS



Assess your current FM knowledge and identify gaps with an online pre-test.

## ENHANCE



Enhance your FM knowledge by studying the online or printed reading materials.

## CHECK



Check your knowledge and reinforce the concepts you've learned with online quizzes and flashcards.

## EARN

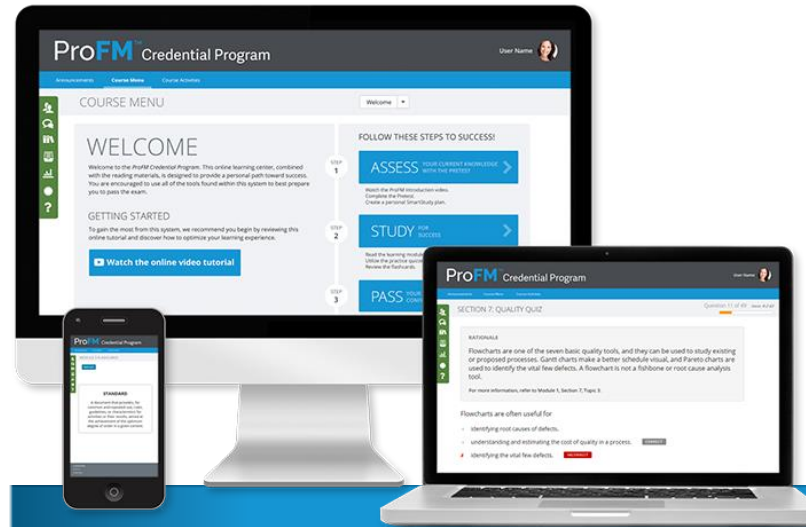


Once you've completed your studies, pass the embedded online final assessment to earn the ProFM credential. Renew after 3 years.

# Everything You Need: ProFM Credential Program



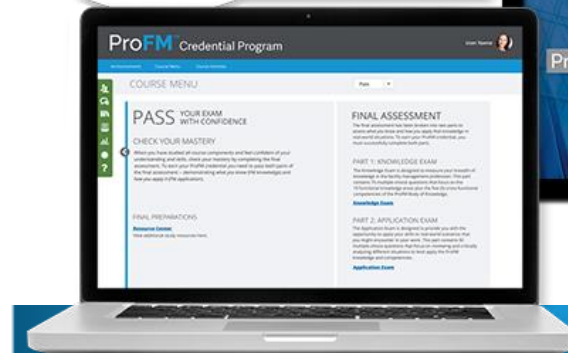
READING  
MATERIALS



ONLINE STUDY  
TOOLS

**KNOWLEDGE EXAM** 75 Knowledge-based Multiple-choice Questions  
⌚ Duration: 90 Minutes

**APPLICATION EXAM** 50 Situation-based Multiple-choice Questions  
⌚ Duration: 90 Minutes



ONLINE FINAL  
ASSESSMENT

# Earn ProFM Your Way: Three Learning Options

## SELF-STUDY PROGRAM



- Self-paced, on your schedule
- Convenient, mobile-optimized
- Reading materials, online study tools, ProFM final assessment

## COACHED SELF-STUDY PROGRAM



- Self-study flexibility with expert instructor support
- Self-study materials + 7 online instructor Q&A sessions
- Next session starts July 8!

## INSTRUCTOR-LED COURSE



- Experienced instructor
- Networking & peer discussion
- Self-study materials + live or online course

**Train Your Team! Choose your learning option and enjoy volume discounts on groups of 2+.**

# Save \$300 on the ProFM Credential Program!

*Everything You Need to Become a ProFM*



**Save \$300 Until July 31st!**

Discount code: **WEB620**

ProFM Credential Program Options	Price	Webinar Price
Online Only	\$1,695	<b>\$1,395</b>
Online + Print	\$1,745	<b>\$1,445</b>

## Train Your Team!

Additional savings available on orders of 2+ programs. Contact Vicky Vander Woude at [vickyv@profmi.org](mailto:vickyv@profmi.org) or +1-651-905-2645.

Order online at [www.ProFMi.org](http://www.ProFMi.org)

# Resource Links



## MAP YOUR GAP

Compare your knowledge  
& skills to the ProFM  
Body of Knowledge



## FREE TIPS & TOOLS

Access a guided tour,  
reading materials sample,  
whitepaper, and more!



## ORDER ONLINE

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become a ProFM!

[www.ProFMi.org](http://www.ProFMi.org)



# Questions?

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