



ProFMI®
PROFESSIONAL
FACILITY MANAGEMENT
INSTITUTE

The ROI of FM Training

6 Critical Impacts of Training
& Upskilling

ProFMI eBook | www.profmi.org

About This ProFMI eBook

Employers across the globe are facing similar challenges as it relates to their FM workforce. How can you recruit new team members and what if they're new to FM? What are the best strategies for retaining current team members? How can you elevate your FM teams with enhanced FM knowledge and skills?

This eBook explores these challenges and the way in which training and upskilling can help you meet your goals. See current research and real-world examples to illustrate the ROI of FM Training.

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■ Current FM Trends



Talent Shortage

In the midst of an ever-evolving FM industry, FM leaders are now facing a “people crisis.” Between organizations losing expertise due to retirement and the “Great Resignation,” and stretching to retain team members all with unique backgrounds and skill sets, it’s a full-time job ensuring your team has the broad FM knowledge they need to manage facilities with confidence and build credibility with customers and stakeholders.

According to a [2022 ManpowerGroup survey](#), talent shortages in the U.S. have more than tripled in the last ten years, with 69% of employers struggling to fill positions, up from just 14% in 2010.



FM Skills Gap

Upskilling and reskilling are important investments organizations need to make in their employees. Employers who recognize the potential in their existing workforce and take steps to fill their skill gaps, rather than searching for new employees, save time and money while building a reliable, loyal, and experienced team.

According to [research](#) by IBM, employees are 42% more likely to remain with a company long term if they received training that helped them perform their work at a higher level. —Bureau of Labor Statistics



Shift in Space Management

As organizations around the world transitioned to remote work, the future of big city office buildings was uncertain. However, recent research suggests that on average, office cuts will only fall between 1% and 2%. With hybrid work options, most employees will opt to be in-office mid-week and will continue to have concerns about social distancing. Companies will continue to need new and innovative space configurations.

While hybrid arrangements will slash days spent in the office by 30% compared to pre-pandemic levels, companies won't downsize office space to mirror that change, according to a recent [Harvard Business Review survey](#).

■ Importance of FM Training & Upskilling

American Upskilling Study, Gallup, 2021

Based on current trends, organizations need to take notice of the value placed on training and learning to help retain and attract new talent.

Workers Value Learning Opportunities

Training ranks high among 15,066 U.S. workers surveyed.

57%

of U.S. workers want to update their skills.

48%

would consider switching jobs to do it.

71%

say job training and development increased their job satisfaction.

61%

say upskilling opportunities are an important reason to stay at their job.

Source: The American Upskilling Survey: Empowering Workers for the Jobs of Tomorrow. Gallup, 2021

Upskilling as a Benefit

U.S. workers want employers to pay for their training.

71%

say they want to be paid for attending classes.

65%

say they want training to be paid for by their employer and offered during work hours.

Source: The American Upskilling Survey: Empowering Workers for the Jobs of Tomorrow. Gallup, 2021

■ Importance of FM Training & Upskilling

2022 FM Training Outlook Survey, ProFMI, 2022

ProFMI's industry partners disseminate an annual FM survey to facility management professionals around the globe. The 2022 results highlight the importance of training and upskilling.

The Value of FM Training

Do FM employers and individuals recognize a need for facility management training? What is the impact of training and how accessible is it to the FM workforce?

- 86%** 86% of FM employers say there's a gap between the knowledge and skills their team has and what they need to excel.
- 74%** Training can make an impact, with 74% of FM employers saying that FM training and credentials result in better job performance.
- 57%** 57% of FM employers are planning to implement FM training this year.

Addressing the FM Skills Gap

What are the top priorities for FM employers and staff when it comes to facility management training?

- ★ FM managers identify compliance and standards, strategic planning, and project management as top training priorities for themselves.
- ★ FM managers say their team's top training needs are compliance and standards, leadership skills, and emergency management.
- ★ FM staff say their top training needs are project management, emergency management, capital planning, and utility management.

■ Importance of FM Training & Upskilling

2022 FM Training Outlook Survey, ProFMI, 2022 (continued)

FM Training provides benefits for managers & employees alike:



Top 4 Benefits of FM Training and Credentials, as Identified by Managers

- 1 Better job performance
- 2 Increased confidence
- 3 Increased credibility within the organization and with clients
- 4 Increased job satisfaction

Source: 2022 FM Training Outlook Survey, ProFMI, 2022



Top 4 Benefits of FM Training and Credentials, as Identified by Employees

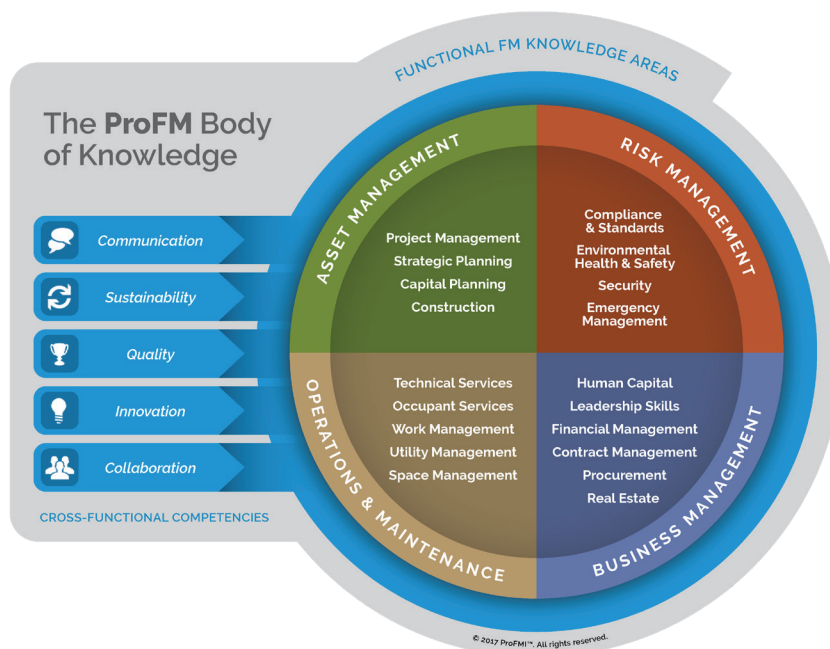
- 1 Increased confidence
- 2 Better job performance
- 3 Increased credibility within the organization and with clients
- 4 Preparation for career advancement

Source: 2022 FM Training Outlook Survey, ProFMI, 2022

Download your free copy of the full report at: www.ProFMI.org/2022-facility-management-insights

■ Importance of FM Training & Upskilling

As research shows, the FM workforce is looking for training and upskilling opportunities to meet the needs of today's global FMs. But, what are the specific skills required of FMs?



The ProFM Body of Knowledge defines the 24 knowledge areas and competencies FMs need.

- Based on an extensive 2017 research study that gathered input from more than 3,300 professionals spanning 93 countries. Re-validated in 2021.
- Incorporates the ISO 41000 standards and is the most-aligned FM credential with the U.S. Federal Buildings Personnel Training Act (FBPTA).
- The ProFM Credential Program delivers the full FM skill set in one complete, cost-effective package.

For more information visit www.ProFMi.org/bok-form

What's the Return on ProFM Training & Upskilling?

How do organizations measure the return on training? Ultimately, the return must be measured against the goals your organization hopes to achieve. Often, those goals have a financial impact, but sometimes the results are difficult to measure, such as confidence and morale.

ProFMI has identified **six critical impacts of training and upskilling** with the ProFM Credential Program, each supported by real stories from ProFM customers. See how ProFM has improved organizational outcomes in these six impact areas.

Organizations facing a current or near-term knowledge gap should look inward at their high-potential staff. By providing the time and financial support to pursue professional training, employers see a quick return on investment through enhanced performance, confidence, and credibility



■ ROI of FM Training with ProFM

1 Increased Efficiency

The ability to achieve results with less waste, time, or energy.

ProFM training makes your team better, stronger, faster. Give them the ability to see the full picture, understand how systems work together, and identify ways to achieve short- and long-term efficiencies. Ensure your team is speaking the same language and has access to today's best practices.

“

From day one, what I learned from ProFM versus FMP was like the difference between night and day. ProFM gives you a better vision of what you need to learn and the knowledge base you need in FM. Now, I'm making sure I'm ahead of the game and managing my portfolio properly. I use the knowledge I gained to add value. I'm thinking outside of the box and I'm more proactive.



Michael Thomas, ProFM, FMP, Six Sigma Green Belt, ISO 9001:2008 Internal Auditor
Facilities Manager, International Paper

“

ProFM, in my opinion, is the most comprehensive, career-applicable program available for today's facility managers. ProFM raises the competency level of facility managers to ensure effective management in Maintenance Operations, at lower cost and increased productivity. It addresses the challenges, dilemmas, and difficulties FMs face in the real world, and shows how to implement viable solutions, effective tools, new strategies, and proven techniques to handle the day-to-day priorities.



Joe Toro, ProFM
Las Vegas Convention Center and Visitors Authority

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The FM decisions we all make on a daily basis are driven by so many different factors, that we never really stop to consider how many factors are actually involved in the decision. For example, a simple quote recommendation may involve considerations such as repair or replace, tenant vs. landlord responsibility, capital requirements, financial payback periods, contractual obligations, or utility requirements. The ProFM program tied everything together.



JD Wilcox, ProFM, MBA, RFMP
VP, Strategic Development
Lane Valente Industries

■ ROI of FM Training with ProFM

2 Team Confidence & Capability

Having the required knowledge and skills to deliver quality services and believing you can succeed.

Confidence comes from knowing you're capable. ProFM identifies the critical knowledge and skills required of FMs, then delivers and tests that knowledge. ProFM credential holders believe in themselves and exude confidence to their team, organization, and clients.

“

Facility managers have to be competent and professional in what they do. To be competent, you need to understand your job. ProFM training gives you an overall perspective of the micro and macro dynamics of what we do as FMs. From business management to asset management, it helps you understand the impact of your daily activities and how you can do your job differently to make an impact.



Vasco Fernandes, ProFM, PhD
Retail Facility Manager
Dainese

“

The knowledge I've gained will not only help me serve my client(s) better, but it gives me an insight into what they go through on a daily basis when assessing their assets/facilities/business. The ProFM training and credential will give us a credibility that our competitors don't have as we'll have this vast array of knowledge to help us serve our clients better and attract new ones.



Joshua Lafayette, ProFM
Client Care Lead – Amazon
Trillium Facility Solutions

“

The knowledge I gained from the ProFM program gives me the confidence to know I can provide the best facility management experience for all involved and keeps me up to speed with the fast-changing facility management setting.



Lisa Trayter, ProFM
Director of Facilities and Transportation
Yough School District

■ ROI of FM Training with ProFM

3 Talent Retention

The ability of an organization to keep its employees, and the knowledge, skills, and relationships they possess.

Talent retention represents several hard costs including recruitment, onboarding, and training. Other considerations include loss of clients, knowledge and experience, and lower productivity and morale in impacted teams. ProFM training improves morale, loyalty, and retention by showing your staff that the organization is eager to invest in their skills and career development.

“

It is very important for us to build the capability of every individual that comes to our facilities department to ensure they have a well-rounded understanding of what facility managers do. When you lack confidence and manage from a position of fear, there's turnover and defensiveness. Individuals who are confident that they can get a job elsewhere are much more effective in their role.



Kurt Gnessin, CRFP, RFMP
VP, Facility Services
Extra Space Storage

“

For quite some time, I felt that my role was developed through a series of events, and I had mostly built it up by taking on all the broken and unwanted tasks that didn't fit into other roles or departments. After going through this program, I have a better understanding of what the role can look like, and how all the pieces fit together.



Lee-Ann Tiede, ProFM
Administrative Operations Manager
QHR Technologies

“

ProFM has equipped me to better understand my strong points and fortify my weaknesses. Having and maintaining the ProFM designation will keep me relevant and up to speed with the ever-changing FM landscape. And it will facilitate continued success of our FM organization to maintain alignment with our association's collective mission.



David Schmidt, ProFM, FMP
Facilities Specialist

■ ROI of FM Training with ProFM

4 Financial Payback

The ability to recover the cost of an investment.

In facility management, there's nothing more important than having knowledgeable FMs delivering quality services. ProFM training allows your FMs to identify opportunities for revenue growth and cost-savings, thereby increasing customer retention and attracting new clients.

“

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, ProFM, MS, CFM, FMP, LEED Green Associate
Cushman & Wakefield

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FMs can only dedicate a limited amount of time and funding to training and credentials. ProFM covers all the subject matter of up to 10 other FM credentials combined.



John Hajduk, ProFM
Vice President Facilities Services
Sodexo

“

At Extra Space Storage, our philosophy is that if we train and support our people, they'll be able to take care of our customers, and in turn our shareholders. With ProFM, the return on investment will be produced 10, 20, 30-fold down the road. I think the return on people is more important. I have individuals now who are very confident in their roles that they may not have had before.



Kurt Gnessin, CRFP, RFMP
VP, Facility Services
Extra Space Storage

■ ROI of FM Training with ProFM

5 Practical Application

Putting knowledge, theories, and best practices to use.

ProFM was developed by industry experts who understand the critical knowledge and skills required of today's FMs. It focuses not only on what an FM needs to know, but also how to apply that knowledge. ProFM candidates learn best practices that can be implemented immediately and keep their training materials as reference guides for years to come.

“

To name a few, I developed a greater understanding of KPI metrics for benchmarking and tracking; maintenance criticality; and equipment life assessment, which has enabled me to develop a PM/Predictive program for electrical, plumbing, and HVAC. My management style has changed from task oriented to one that is process/goal oriented, enabling me to perform and evaluate with measurable and attainable results. I'm in a better position to advance in my career, should the opportunity arise.



Joe Toro, ProFM
Las Vegas Convention Center
and Visitors Authority

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I recently was on a conference call with our whole team... President, COO, National Director of Construction, VP of Client Relations, my peer in business development and the entire marketing team. We were discussing the development of some necessary construction documents and I referenced a reading from that morning on construction to make my point! There is nothing more exciting then applying the knowledge learned to my "day to day" activities while helping to present myself in a professional manner. I had the facts to back up a point I made and that is always a win!



Natalie Walchonski, ProFM
Ferrandino & Son

“

I went into a major demolition, construction and renovation project meeting the day after obtaining my ProFM credential. I could already tell the difference in my confidence level, and my ability to speak with others on the project team and ask meaningful questions. Because of this, I also felt that the rest of the team had greater confidence in my ability to lead this major project.



Ann Pierce, ProFM
Texas Department of
Motor Vehicles

■ ROI of FM Training with ProFM

6 Complete & Current FM Knowledge

Comprehensive and up-to-date information, understanding, or skill, developed through experience or education.

The ProFM Body of Knowledge delivers the most current and comprehensive facility management training program available, incorporating the ISO 41000 series of FM standards and aligning with the U.S. Federal Buildings Personnel Act. This complete program delivers the critical knowledge and skills defined and validated by more than 3,300 professionals spanning 93 countries.

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Facilities is a holistic profession, where an over-arching view of needs and responsibilities needs to be considered at all times. In that respect, learning varied ways of looking at challenges and solutions provides more opportunity to effectively serve stakeholders in an organization. ProFM offered a broad education on facility management ranging through 19 different categories, but united by 5 consistent themes throughout that tied everything together. The program took a different approach to Facility Management that expanded my thought processes in dealing with short term and long-term issues.



Bill Conley, ProFM, CFM, SFP,
LEED AP, IFMA Fellow
Yamaha Motor Corporation

“

I earned the ProFM credential to help shape and expand my FM knowledge base beyond the mechanical trades. What I've learned through the program will help me remove myself from the daily tasks and look at the department as a whole. ProFM opens your mind to all facets of the FM profession, from the building of a facility to the response to an emergency. Many other programs will touch on a variety of topics but exclude others. This program does well with informing FM professionals on every topic they may encounter.



Nick Clark, ProFM
Pennsylvania Department
of General Services

“

The knowledge I have gained through the ProFM program has already helped in my day-to-day responsibilities. When we are forecasting the future and looking to spend millions in capital improvements, I now have a deeper understanding of what the C-suite leadership is looking at and what they expect of me.



Robert Reardon, Jr., ProFM
Kendal at Hanover

■ Elevate Your FM Team

With the **6 critical impacts** of training and upskilling identified, you have the justification you need to invest in team training.

Get started with the ProFM Credential Program, a global training solution that teaches the 24 knowledge areas and competencies of the ProFM Body of Knowledge.

3 Simple Steps to Elevate Your FM Team:

- 1 **Benchmark** your team's current FM knowledge. Utilize the [Map Your Gap: Team Edition](#) self-assessment tool
- 2 **Invest** in team training and [get started with ProFM](#)
- 3 **Measure and recognize** your team's learning gains

Contact us today for more details on how to get started!



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