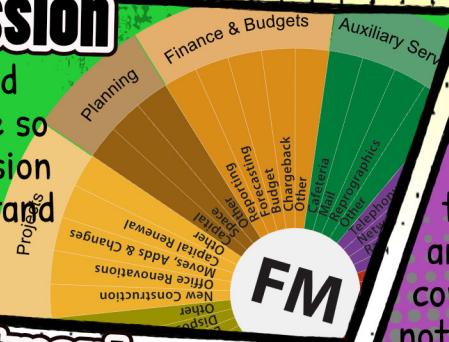


FM Visualized

Promoting Your Profession

Know Your Profession

Know what an FM's role is and what the responsibilities are so you can get involved in decision making. If you don't understand them, no one else will.



Brand Your Department

Create a logo, tag line or other visual representation of the Facilities department to improve visibility on postings, memos and signage.



Always Be Selling

Always think about opportunities to sell your department's needs including tools, system, staffing and budgets. Even a failure or bad satisfaction survey can support your cause.



Quantify Your Value

Find out what matters to your organization and how to show that you give value and benefit their core business and are not just a cost center.



Have An Elevator Pitch

Have a high-impact, short statement about your department and the value it delivers to the organization.



Rethink Communications

Stop just communicating information and start using emails, memos, presentations, reports, meetings, etc. to influence others to agree, approve, participate and support you.



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