

**THE PATH TO
EXCELLENCE IN
BUILD
ENVIRONMENT
ASSET MANAGEMENT
AND IFM**

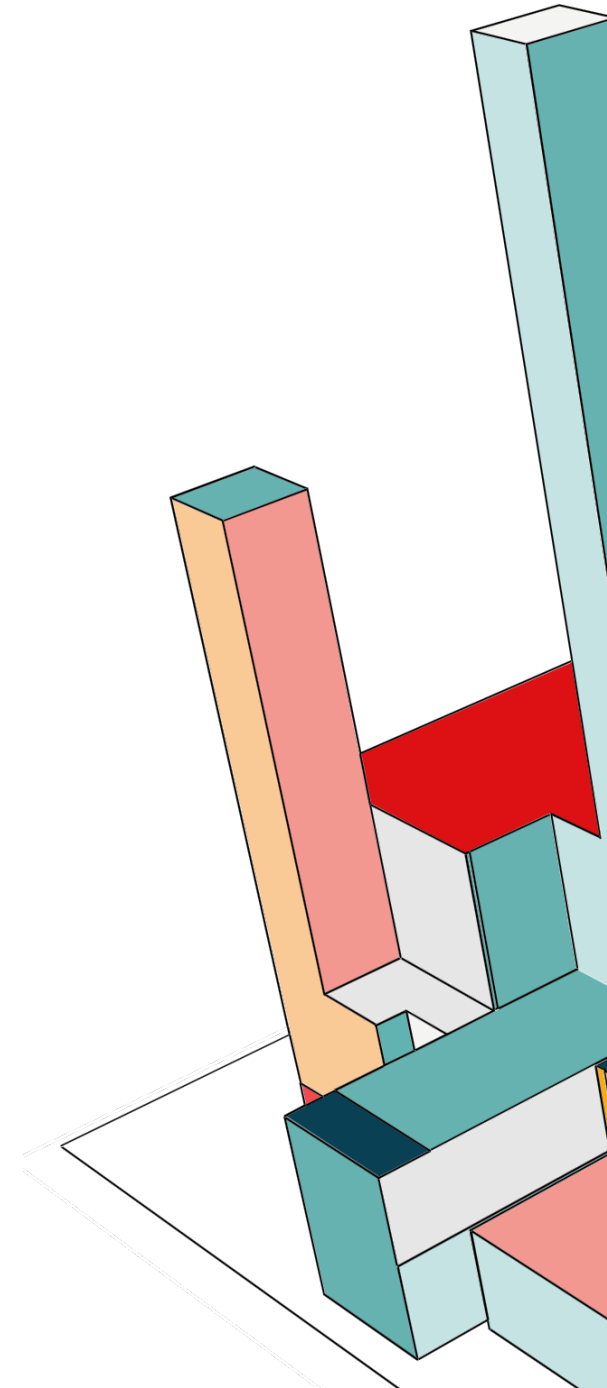
FIRST THE BASICS

What a career in real estate asset management and IFM covers

- Facility and asset management encompasses the planning, maintenance, and optimization of physical assets, ensuring they function efficiently and safely

Why this is an exciting career choice

- This sector is experiencing growth due to increasing urbanization, the rise of sustainability initiatives, and the need for cost-effective asset management



KEY SKILLS AND COMPETENCIES

1

Technical Expertise

A strong understanding of building systems, equipment, and maintenance practices

2

Analytical Thinking

The ability to analyze data, identify trends, and make informed decisions based on insights

3

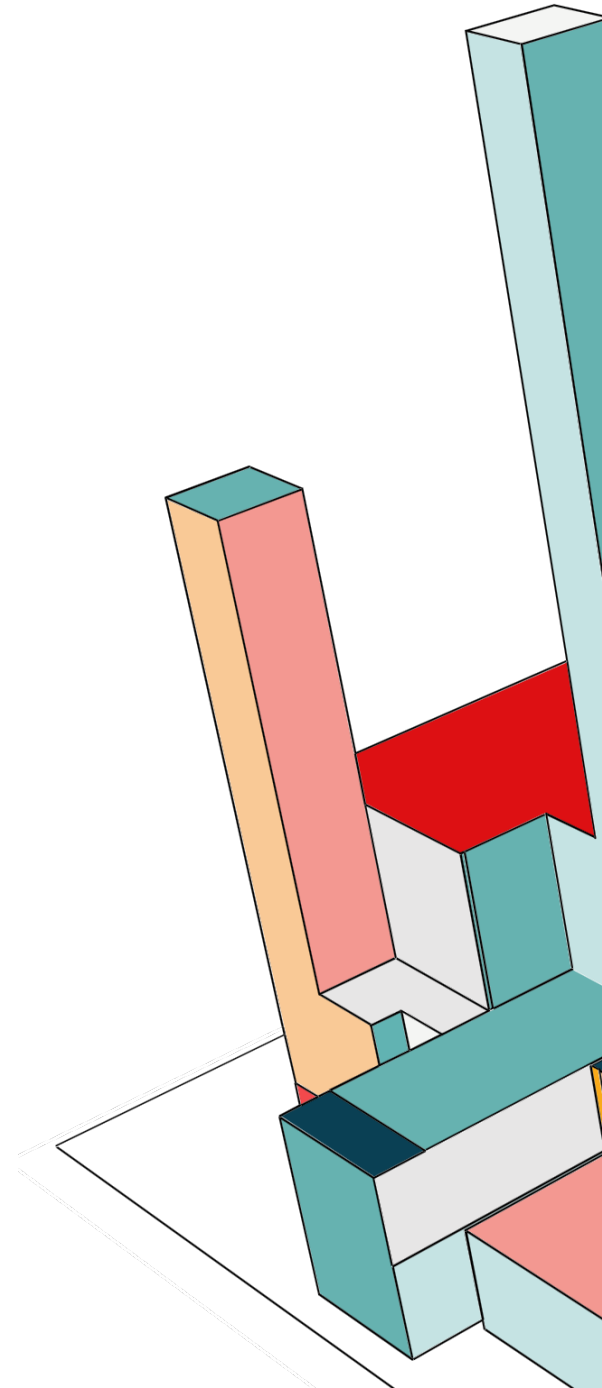
Communication and Teamwork

Effective communication and collaboration skills for working with colleagues, clients, and stakeholders

4

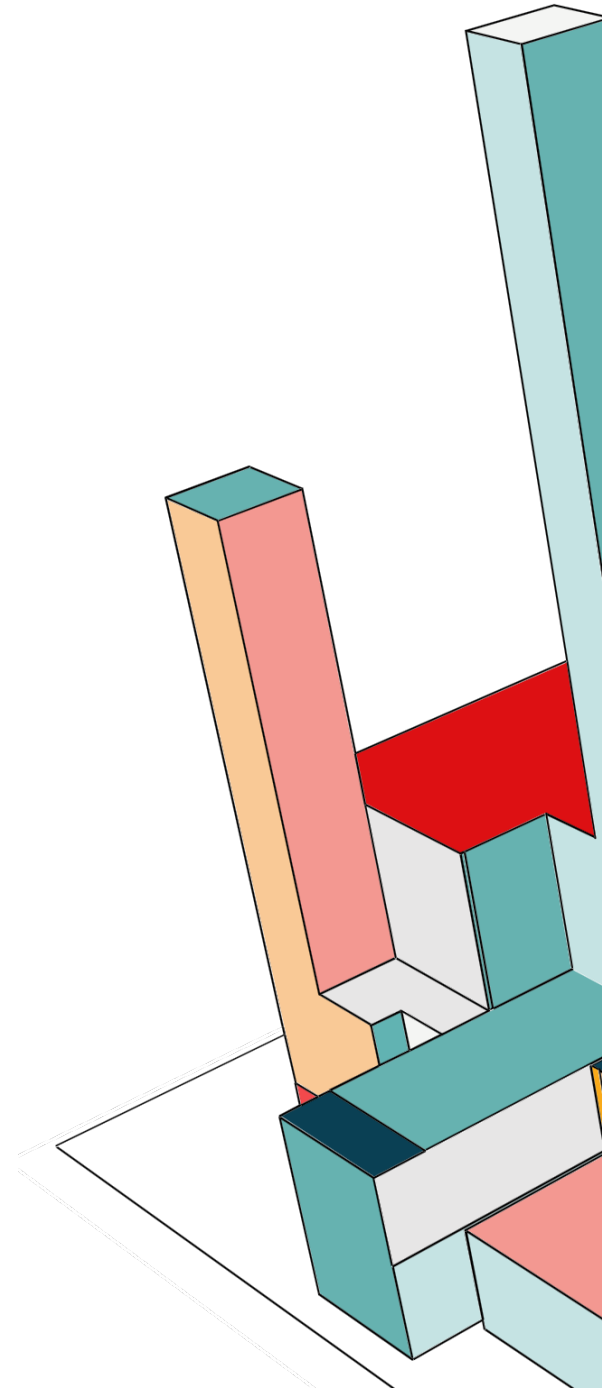
Problem Solving

The ability to quickly identify and resolve issues for ensuring smooth operations and minimizing downtime



THE INDUSTRY 4.0 ERA FACILITY MANAGER

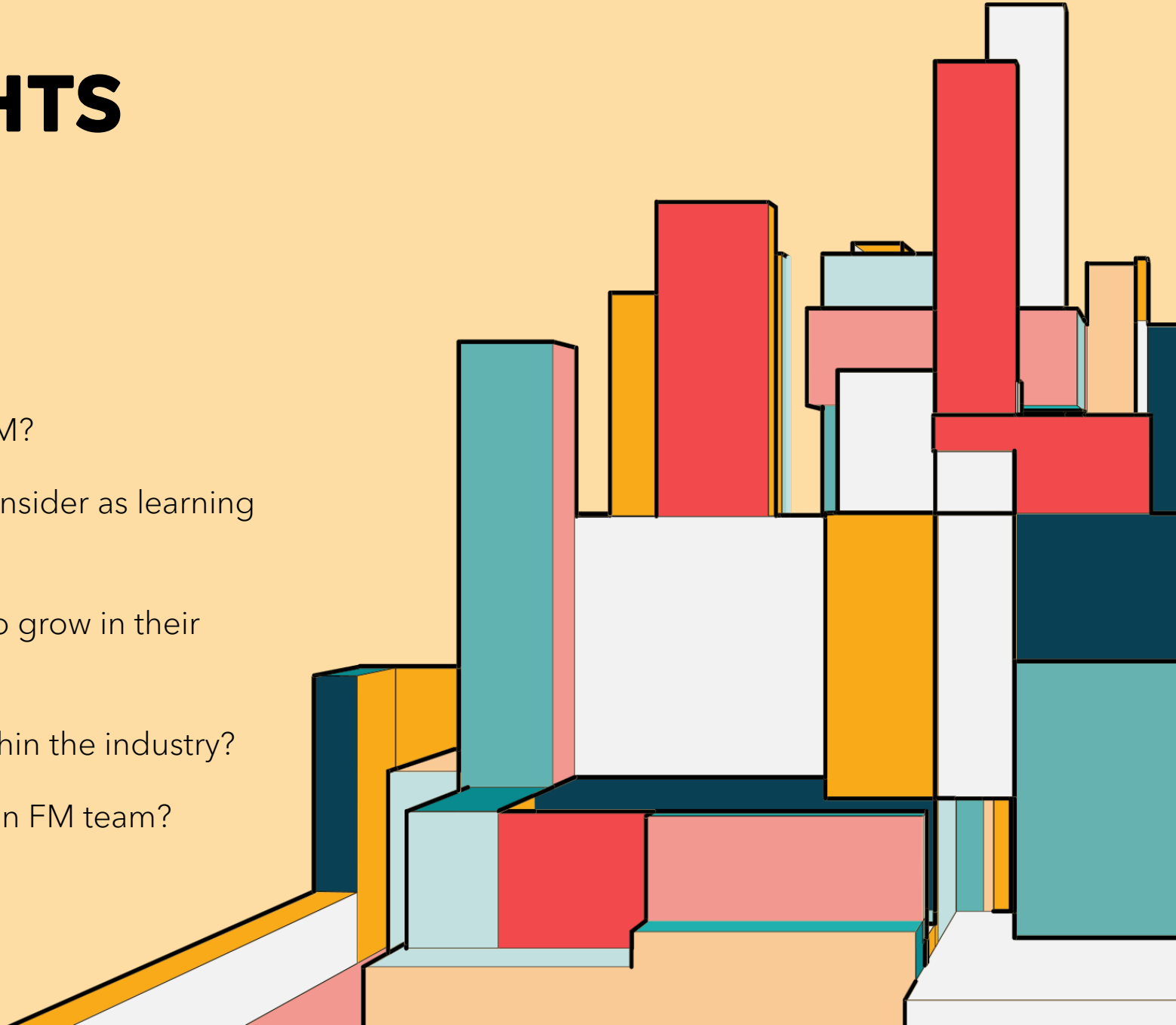
- Plays a critical role in the success of built environment from a commercial, operational and social perspective
- Is tasked with a complex responsibility set extending across traditional aspects (e.g. maintenance) and modern-day demands of user experience, health & wellness, sustainability and beyond
- Needs to have very strong program, project and general management skills with specialist expertise in the management of engineering systems and soft services
- Has to be completely clued in and capable of delivering deep technology integration, data-driven decision tools, IoT and autonomous systems
- Understands the impact of the built environment on organizational success and structuring, managing and nurturing a complex ecosystem of stakeholders to ensure value creation



BASIS FOR INSIGHTS

Questions I am asked:

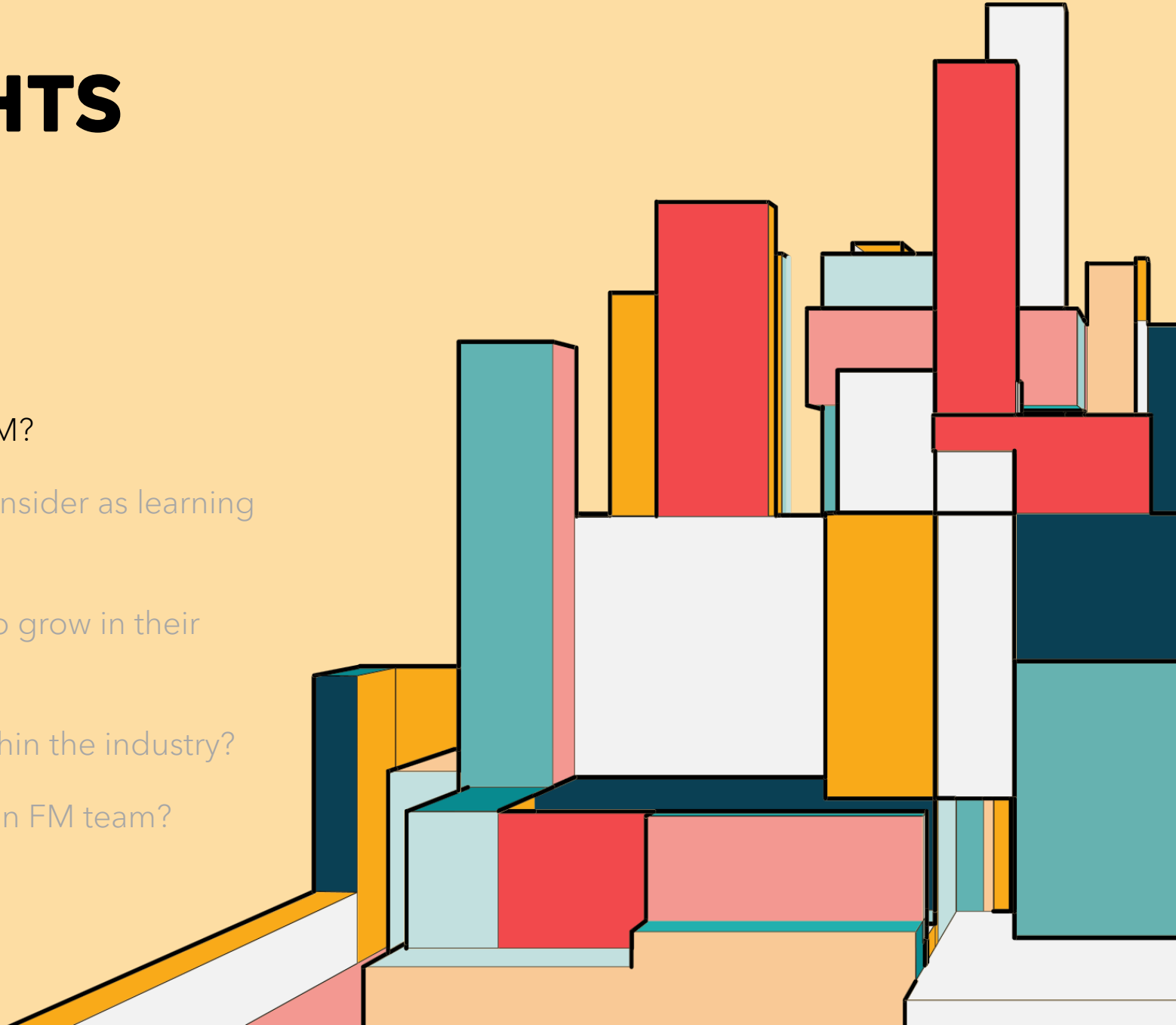
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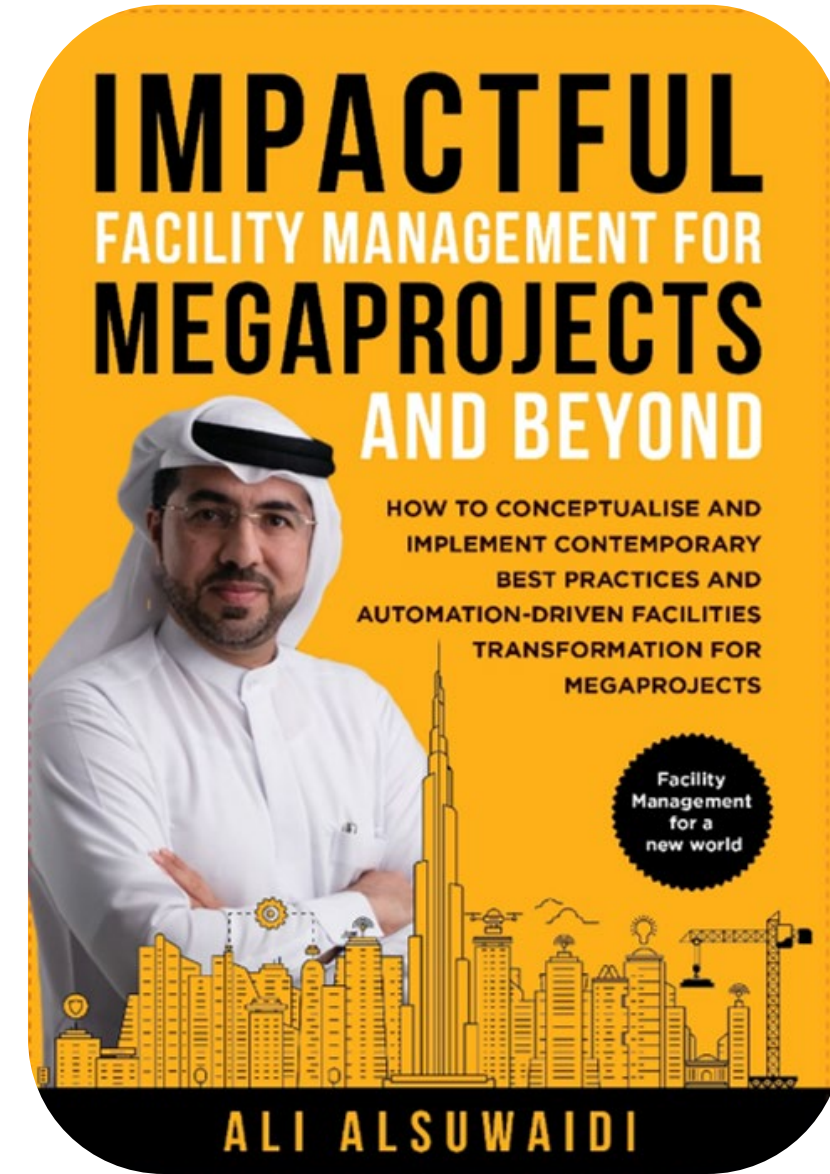
MEET YOUR PRESENTER

- 25+ years in IFM and asset management
- Vice Chancellor, AUS
- Leadership positions with leading asset owner and service provider corporations
 - Senior Executive Director - FM, Imdaad
 - COO, Global Village
 - Dubai Parks & Resorts | SAM | Idama | Emaar | du | Etisalat
 - Founding Operations Director, Burj Khalifa
- Thought leader with executive positions with MEFMA (VP) and Global FM (Chair)



REDEFINING APPROACH TO TRANSFORMATION

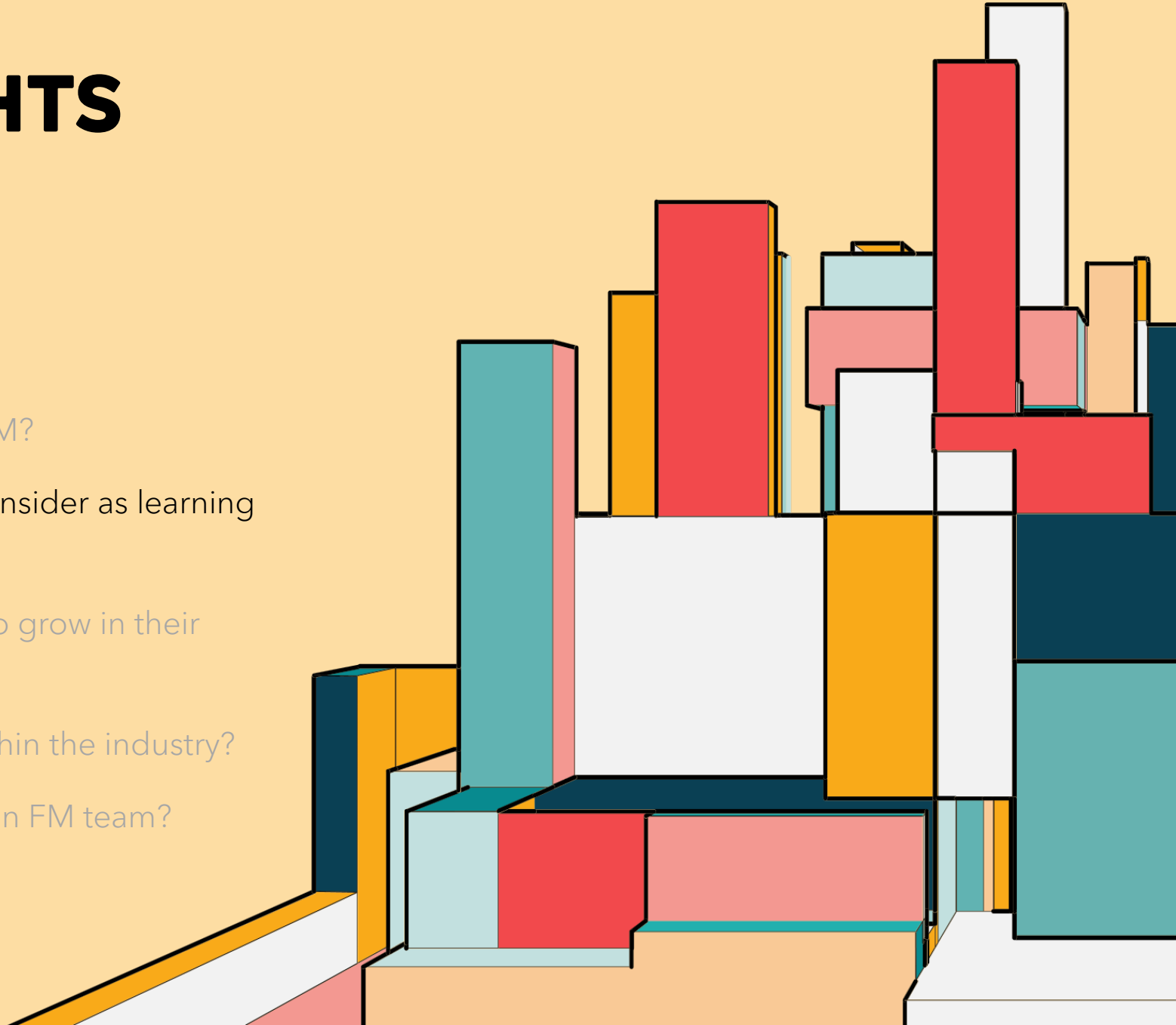
Impactful FM is a formula for the practice of Facility Management and Asset Management in acknowledgement of the impact it has – commercial, economic, social, environmental and more – beyond the apparent and immediately visible in a fast-changing modern context of human-built environment relationship



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1. APPRECIATE THE WIDE-RANGING IMPACT OF WHAT WE DO AS FM PROFESSIONALS

Impact point **Commercial**

Whether the creation of a community that draws the ideal user base, enhanced tenancy periods through user satisfaction, or optimised cost of operations without compromise on user experience, FM practices have a strong top-line and bottom-line impact on real estate operations

Impact point **Ecology**

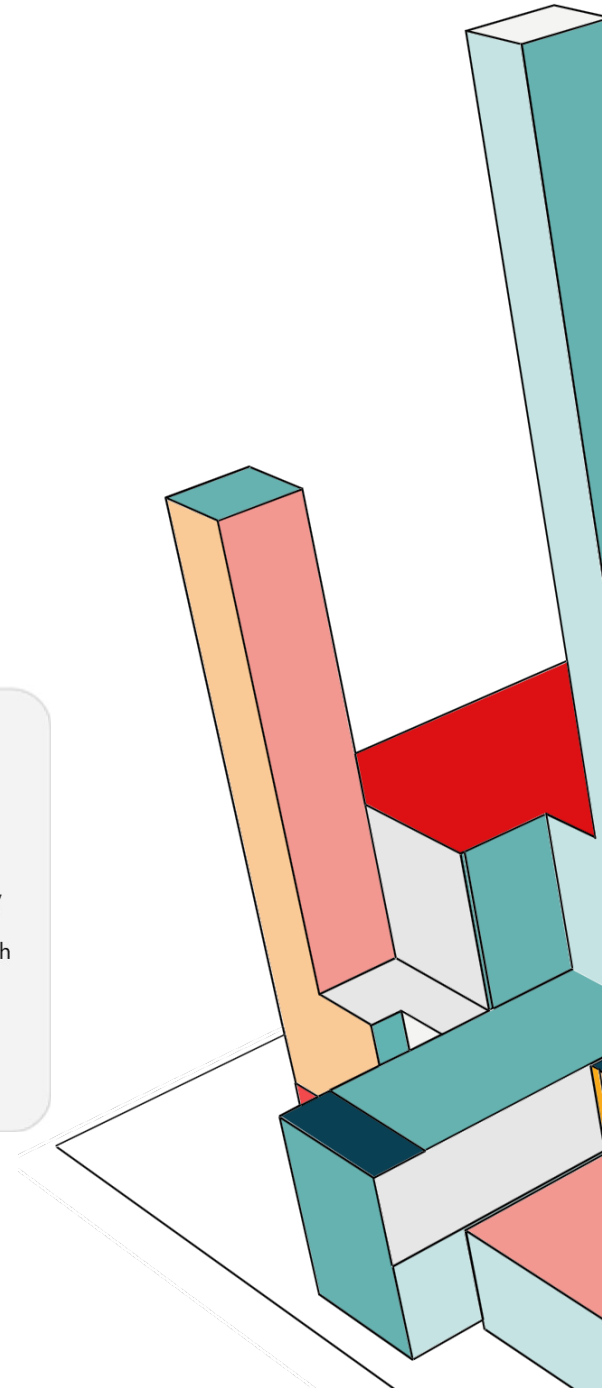
Sustainability is a key outcome of modern-day FM operations. Alignment to global sustainability standards helps real estate developments contribute to global efforts on climate control and other ecological aspects

Impact point **Smart Societies**

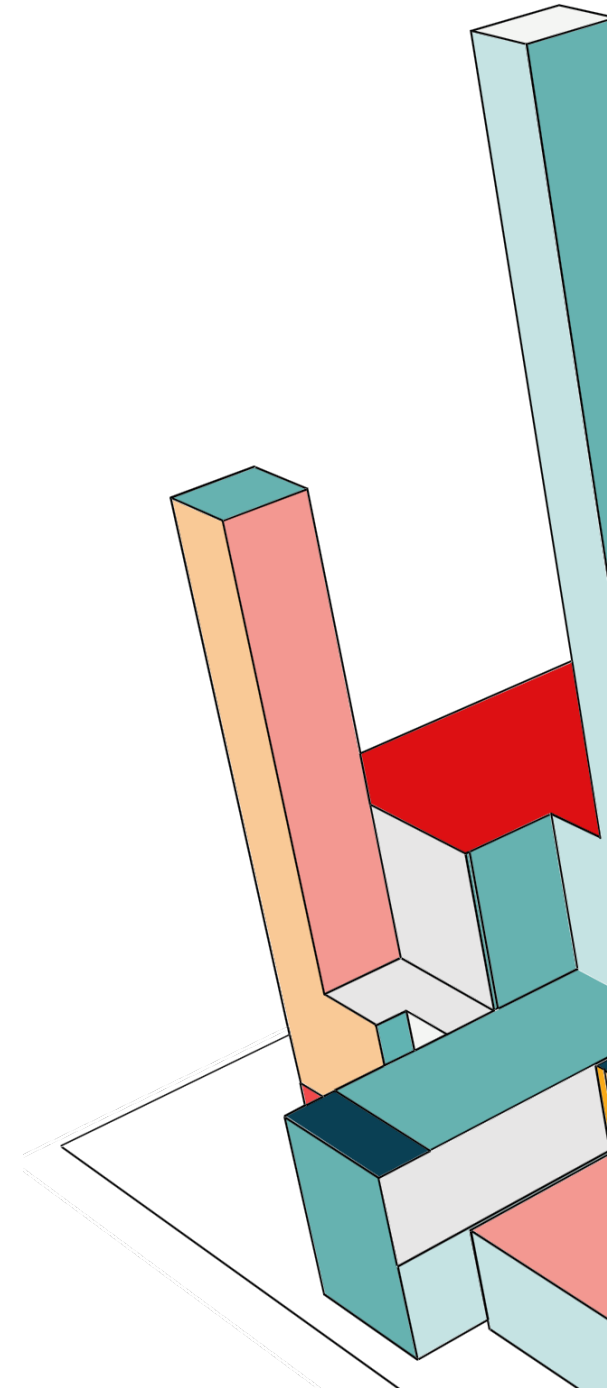
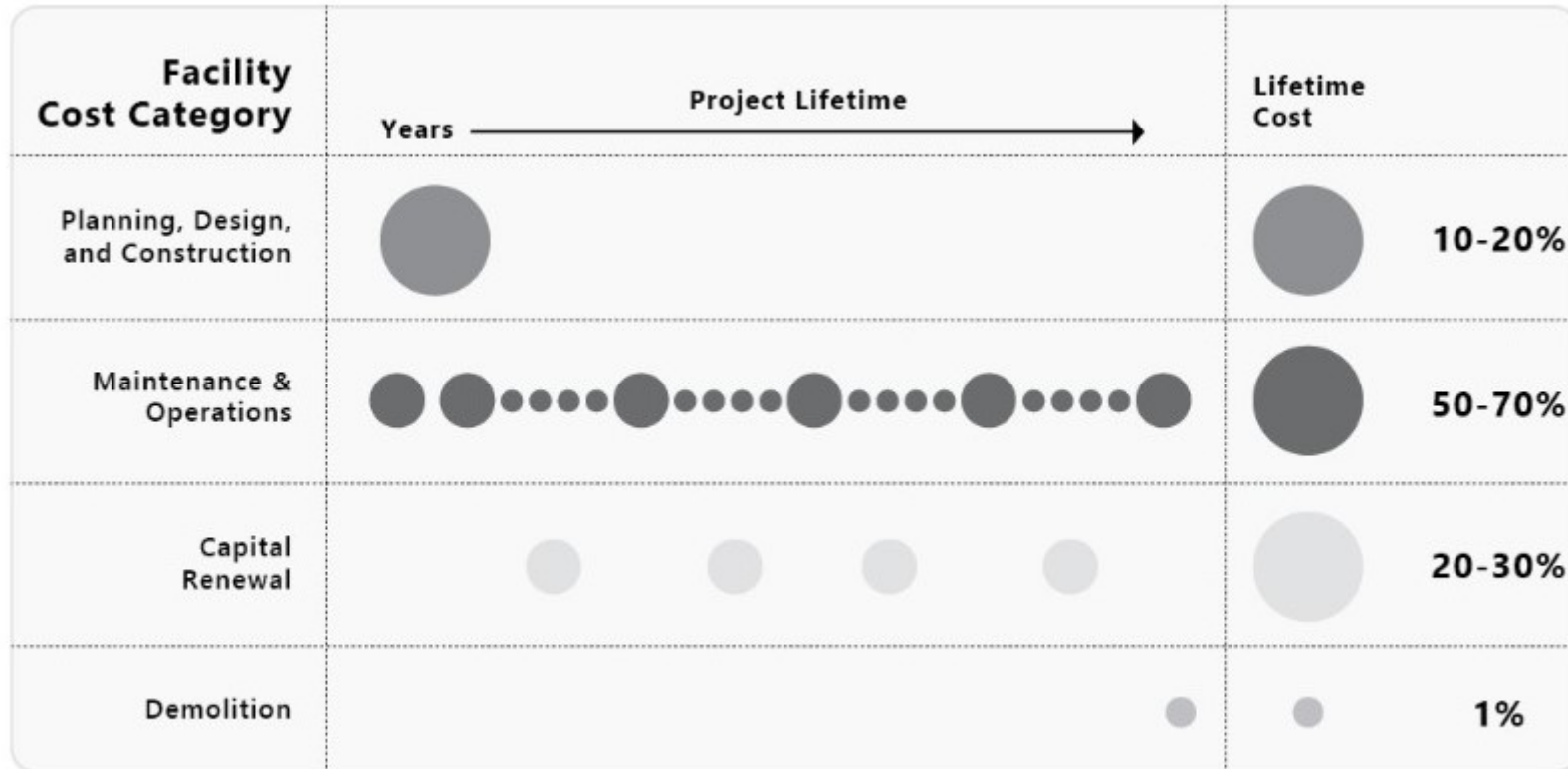
Automation and digital integration are changing the way we engage with diverse aspects of daily life requirements. Deep technology integration with built environments is driving the move towards smart societies which make everyday lives more efficient

Impact point **Wellness**

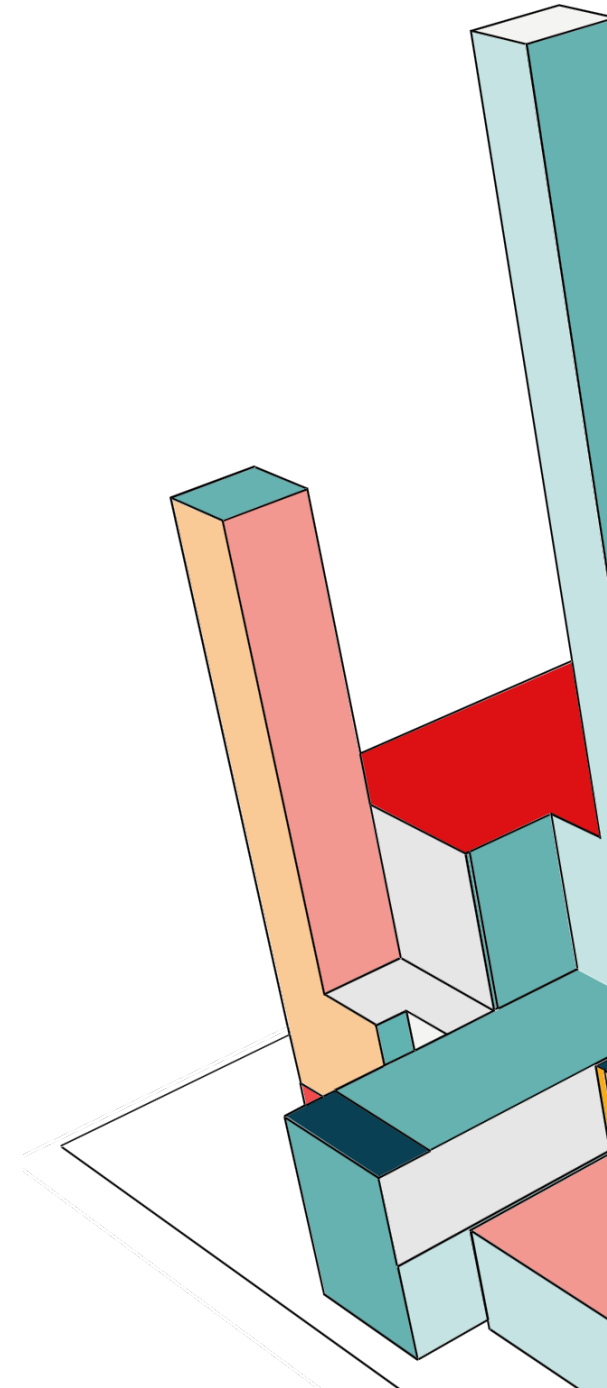
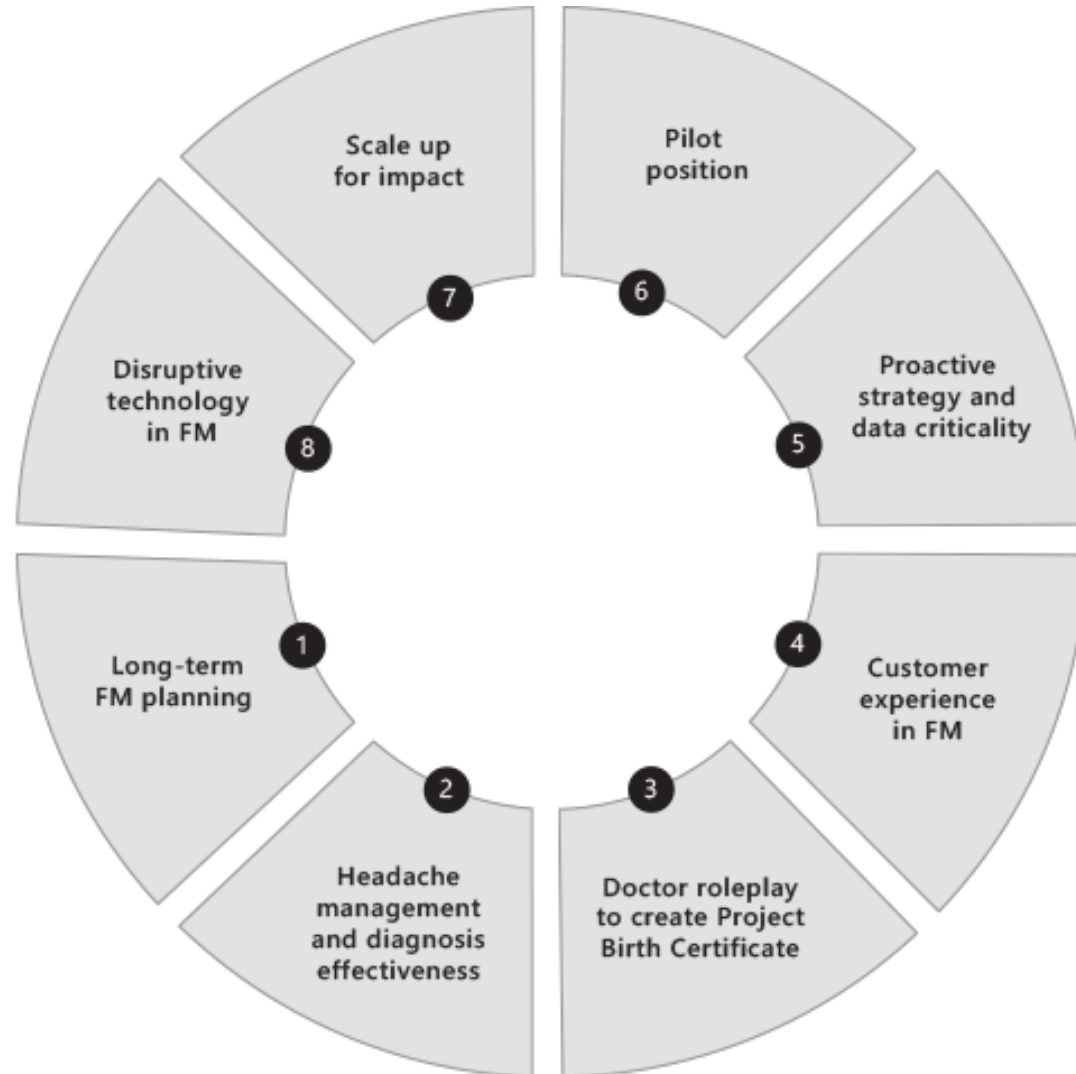
Real estate strategies, material innovation and practices are all driving the touchpoints of human health, wellness and lifestyle. Facility operations impact how we enable wellness in our everyday lives through extraneous influences



2. UNDERSTAND THE MAJOR IMPACT OF FM ON COMMERCIAL SUCCESS



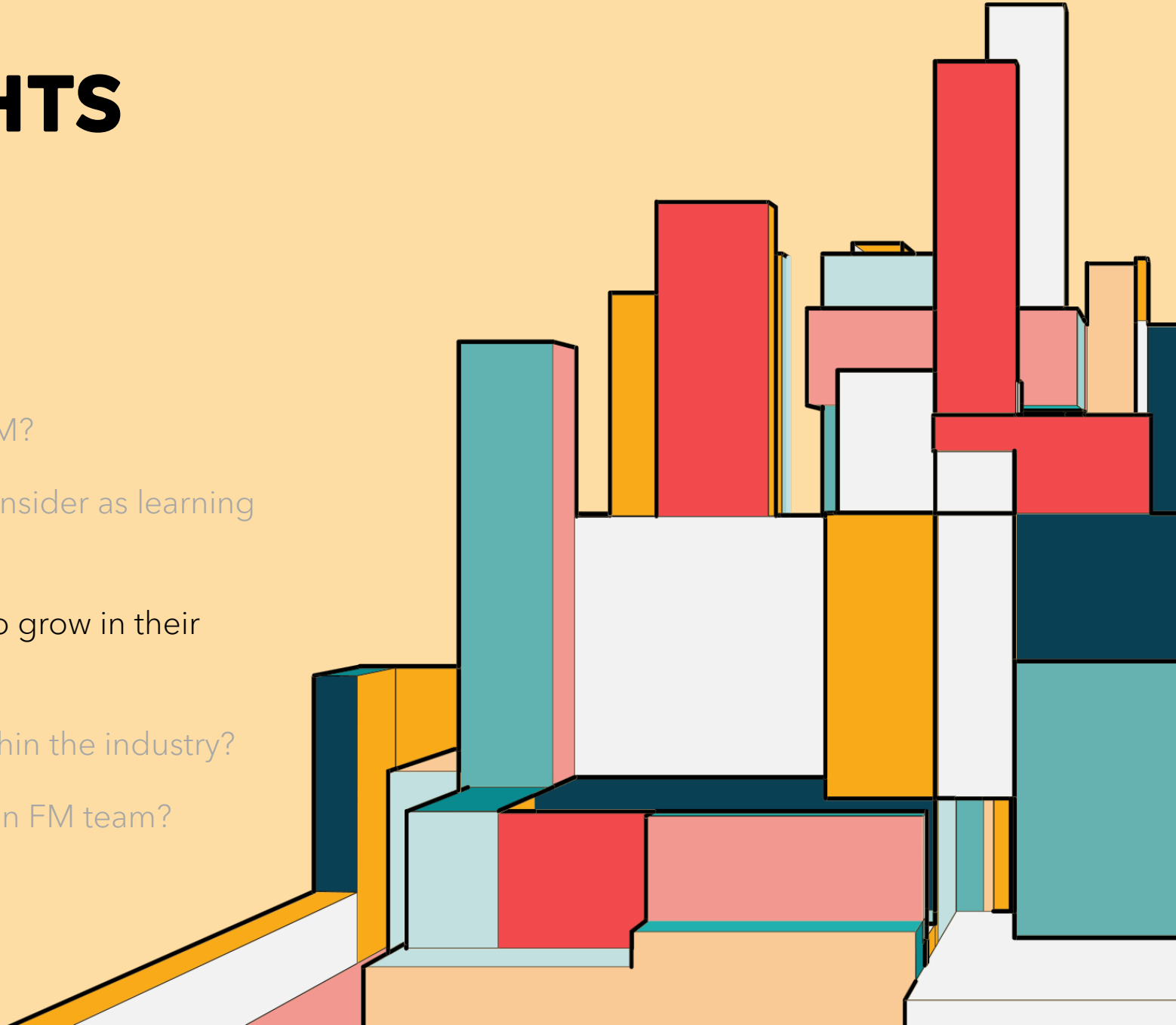
3. RESPOND TO THE COMPLEXITY OF MODERN IFM SUCCESS FACTORS



BASIS FOR INSIGHTS

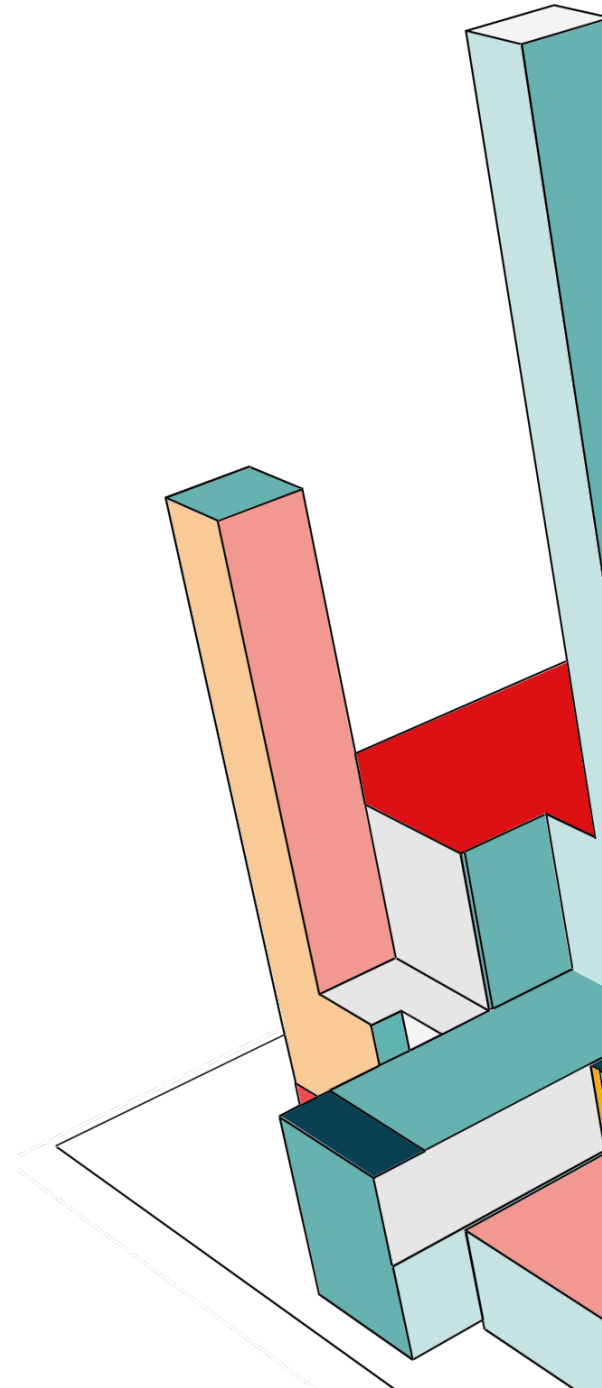
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SETTING YOURSELF UP FOR SUCCESS

- Ensure you are playing to your strengths
 - IFM and asset management have several components and choice of which role is best suited for you is key
- High focus on learning & skill development in early career stages
 - IFM is more about real world learnings and application of academic theory in an extremely practical scenario
- Adopt a structured approach to career advancement
 - There are several concurrent actions that young IFM professionals have to focus on to advance - technically and from a learnings / soft skills development perspective



PLAYING TO STRENGTHS: EDUCATIONAL & TRAINING PATHWAYS

1

Undergraduate Degree

A bachelor's degree in engineering, construction management, or a related field can provide a solid foundation.

2

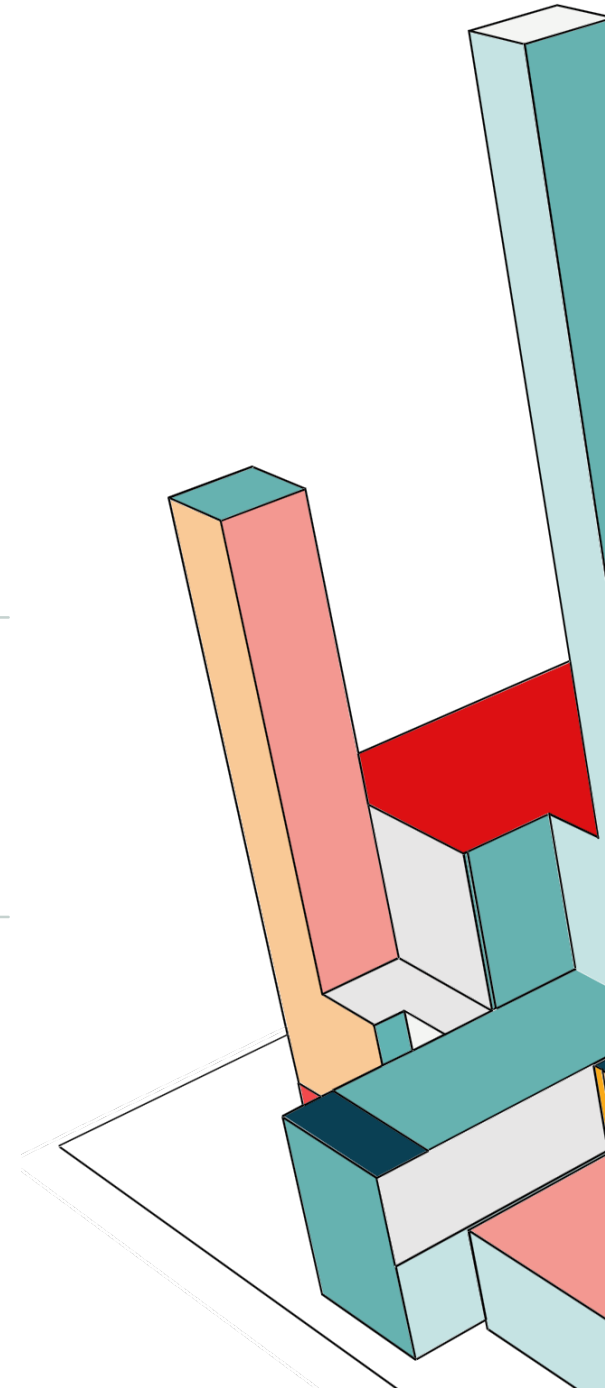
Specialized Certifications

Professional certifications, such as Certified Facility Manager (CFM), demonstrate expertise and enhance career prospects.

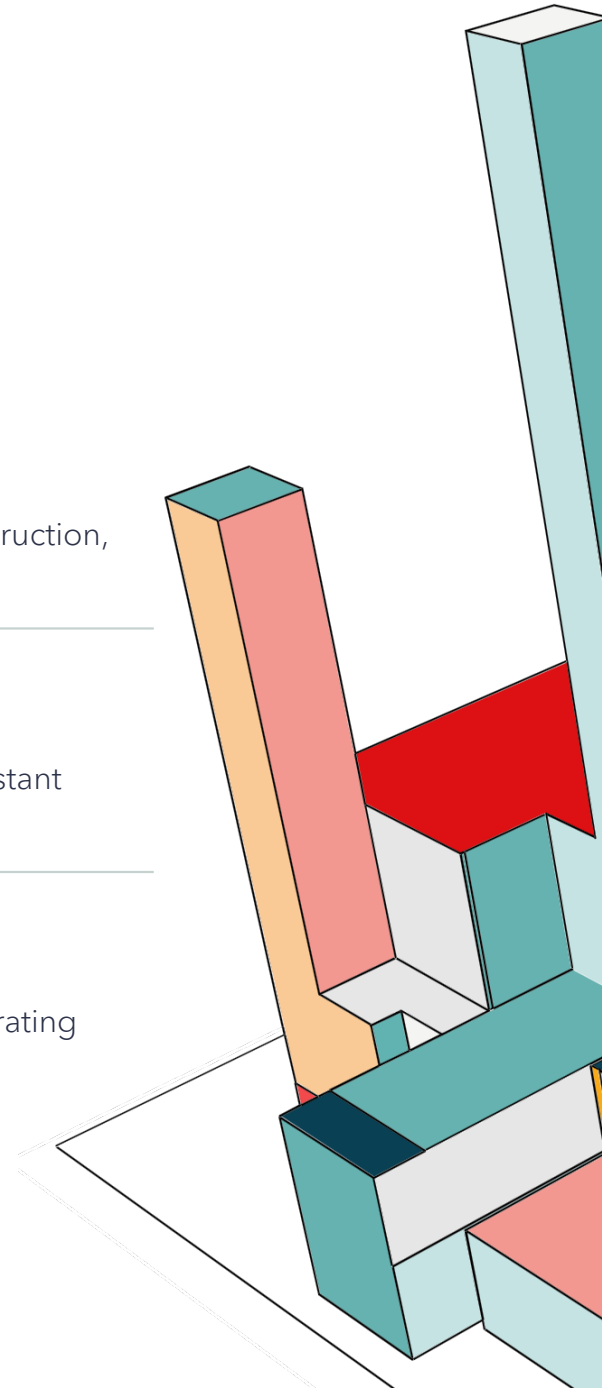
3

Continuing Education

Ongoing learning is essential for staying up-to-date on industry trends and technological advancements.



LEARNING AND SKILL DEVELOPMENT FOCUS THROUGH STRUCTURED CAREER PATHWAYS



CAREER ADVANCEMENT: ACTIONS AND STRATEGIES

1

Continuous Learning

Stay updated on industry trends and technologies by pursuing additional certifications and professional development opportunities.

2

Leadership Development

Develop your leadership skills through training programs, mentoring opportunities, and taking on challenging projects.

3

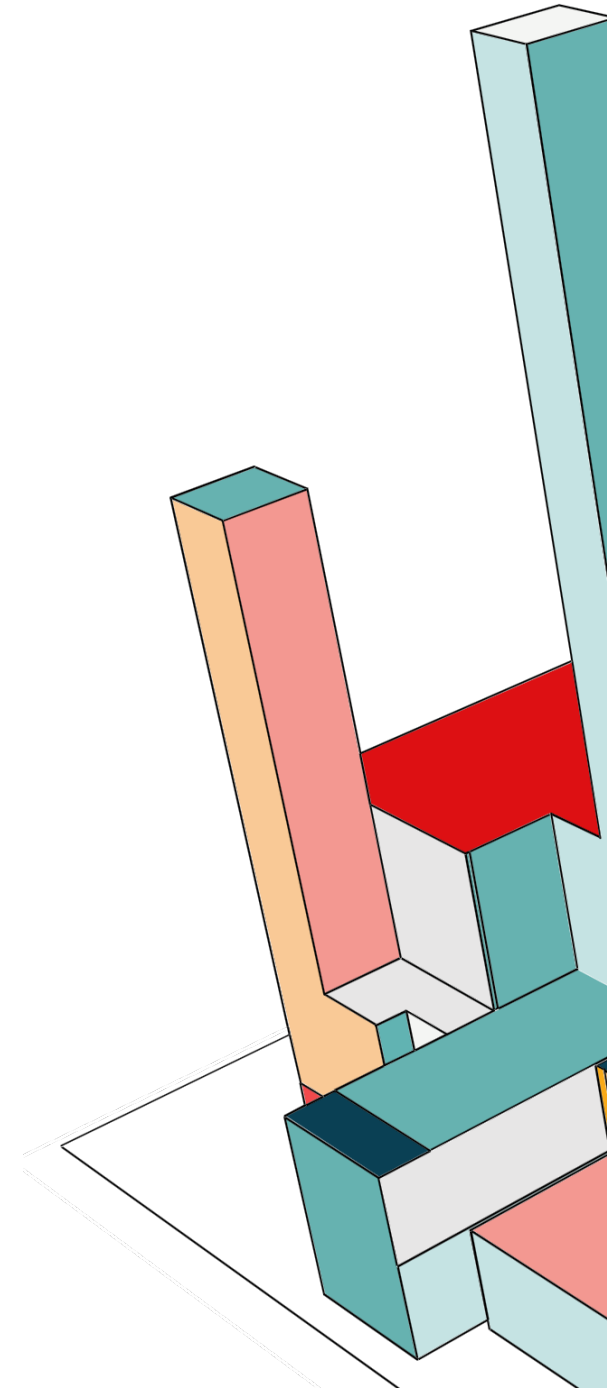
Networking and Visibility

Engage with industry professionals, attend events, and showcase your expertise to build a strong professional network.

4

Seeking Opportunities

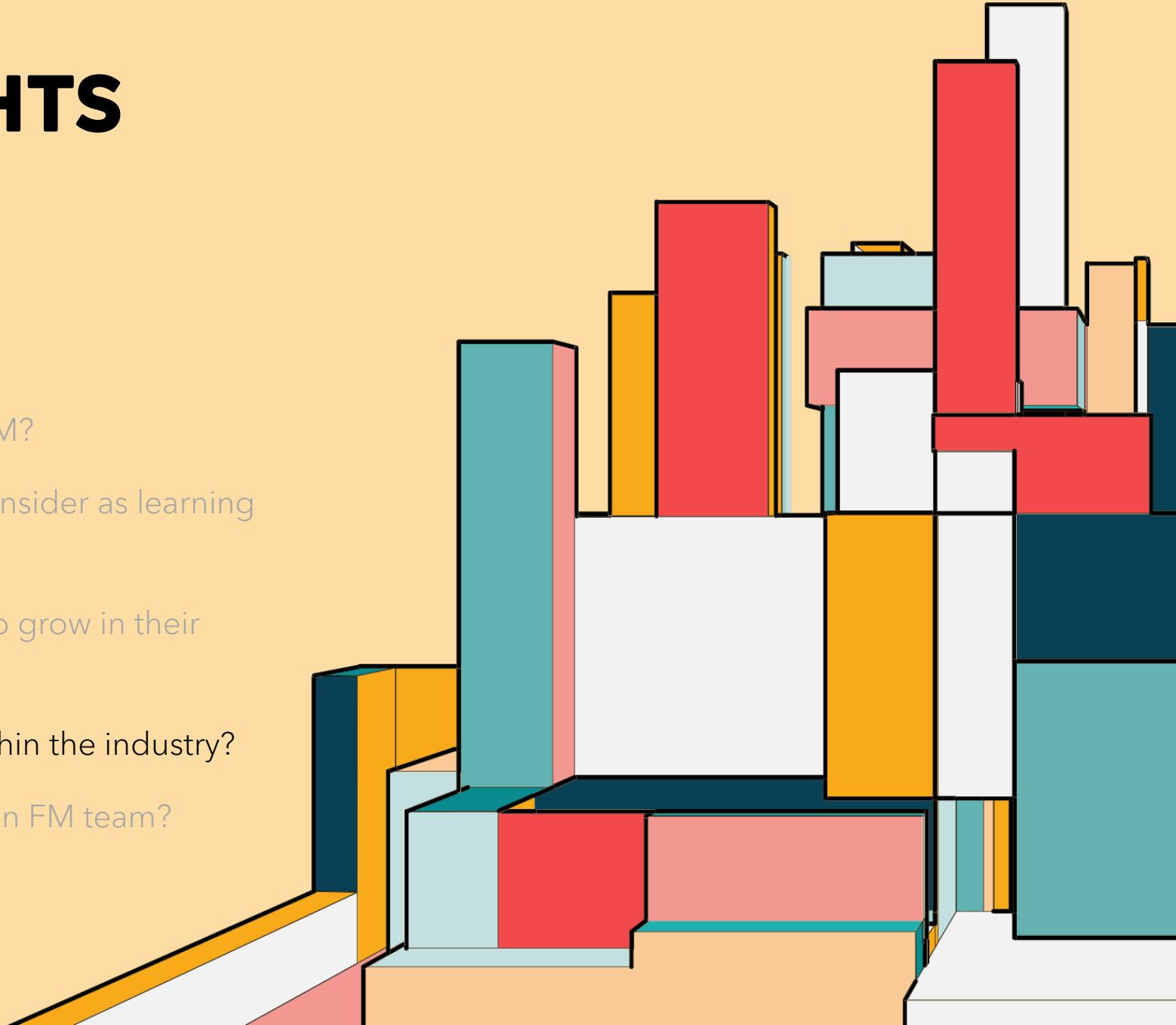
Actively seek out new challenges, take on additional responsibilities, and demonstrate your commitment to career growth.



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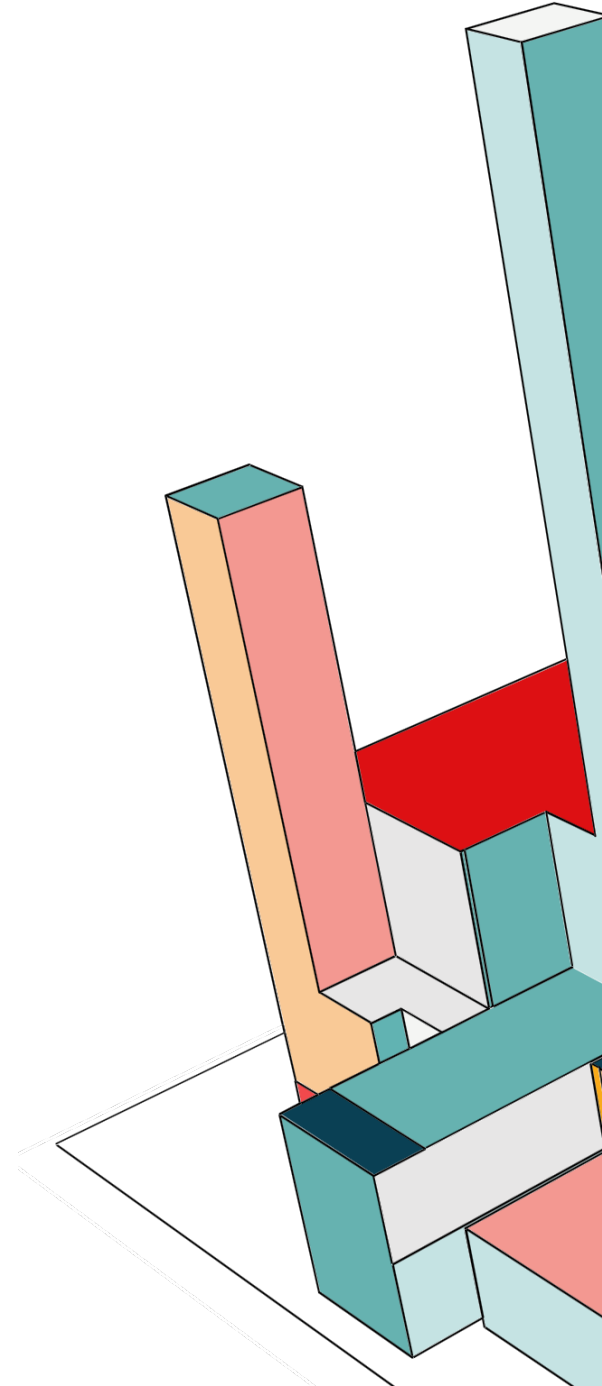
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BUILD LONG-TERM THINKING SKILLS

Long-term thinking is all about designing right, building right and operating right. These three components of design, build and operation are seamlessly entwined in the FM strategy, which is a true reflection of long-term thinking. Key skills:

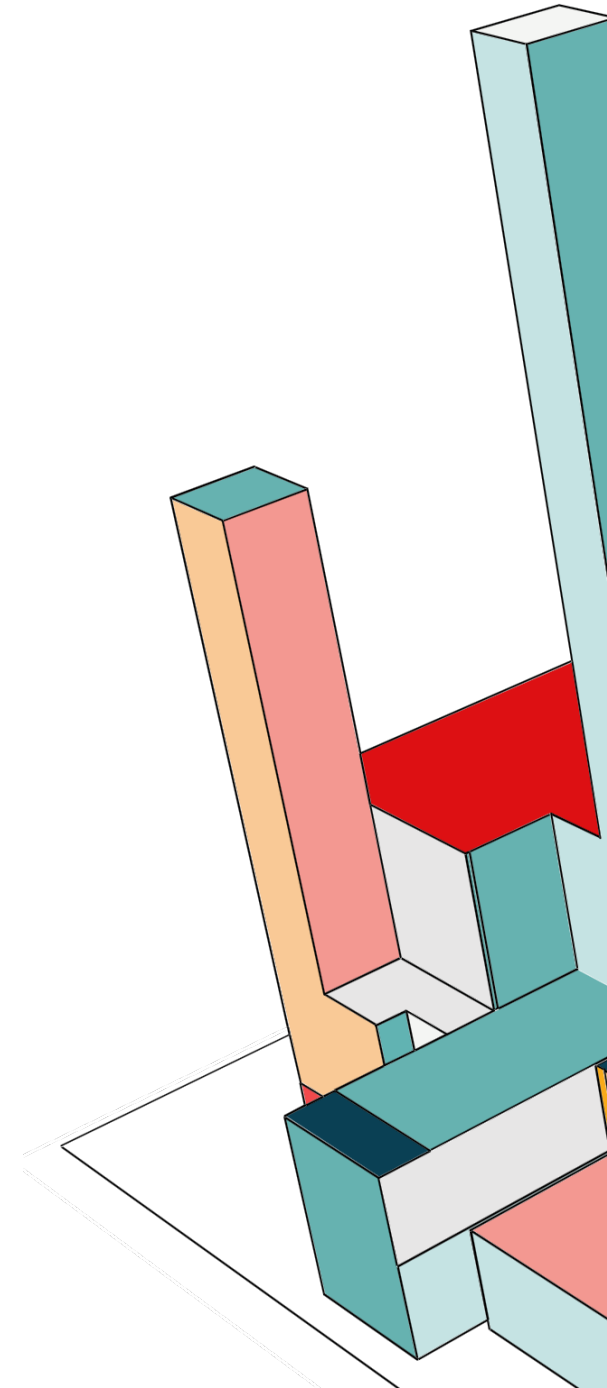
- Application of learnings across projects
- Sound IFM principles driving projects from the planning stage onwards
- Listening to users of the facilities, information gathering methods and tactics
- Acting as an IFM expert to drive validation of project purpose fit to operability
- Adopting proactive approach to sustainability
- Structuring facility management principles to align to better lifecycle costing



FOCUS ON THE END-USER

User thinking is at the centre of any mission / purpose for most megaprojects and beyond. This purpose is all about creating a lifecycle for the asset and transforming it into one that exceeds expectations on lifestyle and quality of life for its users

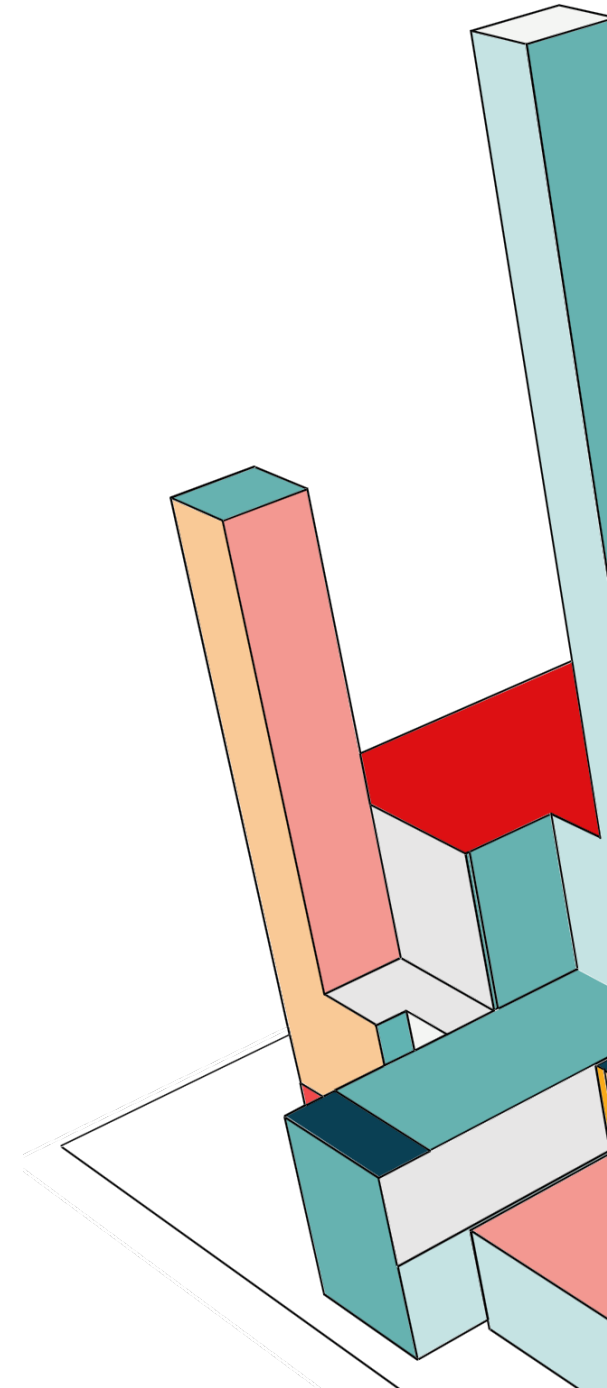
- Thinking through customer experience while designing and operating is a major pillar of any project
- IFM is not just a set of services provided to meet the demand of the users and make sure that the system is operating in a healthy way - it is the core of providing quality of life for users
- Ensure reactive methods proactively enable better integration while designing and operating a building
- Getting feedback from users to identify their pain points and creating a culture of continuous improvement based on this is an important element of IFM
- Build the essential skills to review operation / operators' blind spots which pertain to customer experience



DRIVE DECISIONS THROUGH DATA SCIENCE

Data is a critical component of devising a proactive strategy driven by predictive trends to forecast operating conditions and adapt to them to maximize operational efficiency and productivity

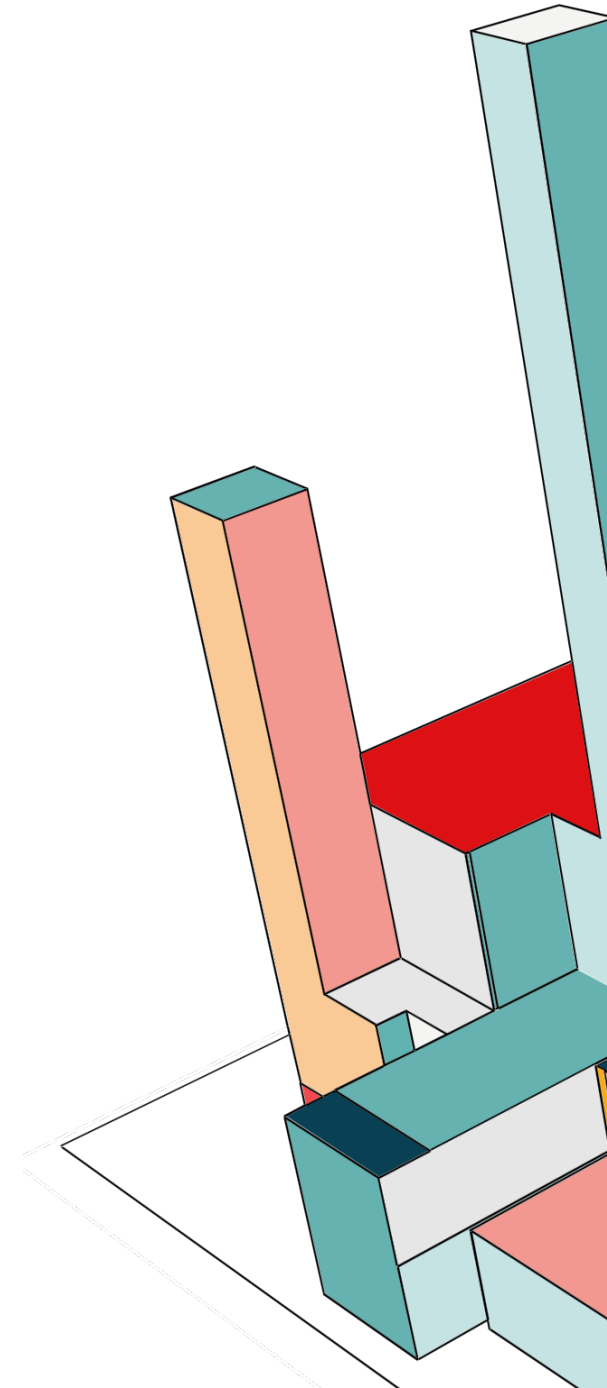
- Data-centricity and continuous improvement are invaluable skills in the modern built environment operation
- Information is a great source of learning, but has to be organised, processed, and made available to the right people in a format that enables decision-making. Data collection, contextualization and analysis are invaluable tools for closing gaps and improving reliability
- Run post-optimization programs to improve response time, reduce waste and increase efficiency
- Engage tools to increase competencies through proactive strategy and data harnessing
- Organized data presentation through dashboards helps achieve financial savings, sustainability objectives and facilitates a superior customer experience



EMBRACE TECHNOLOGY HOLISTICALLY

At the heart of new-era impactful FM is directing technological disruption towards sustainable FM strategies for megaprojects, using major innovations that are happening in the field of IFM technology

- Innovations across equipment, computing hardware and data analytics software are creating force-multiplied impact in the application of technology for IFM. Technology is a core of operations of closed or scattered similar projects such as schools, hospitals, government buildings, airports, malls, among other mixed-use mega and giga projects
- Impact of new-age techniques like artificial intelligence and machine learning (AI/ML) is being seen in diverse use cases. Technology helps cut through information overload, providing only the insights that matter, delivered at the right time, to facility operators
- Technology allows the effectively management of lifecycle and risks



FM: A RESILIENT CAREER IN THE AI ERA

Human-Centered Expertise

Facility Management (FM) combines technical knowledge with human-centric problem-solving, making it irreplaceable by AI alone.

Strategic Oversight

While AI enhances operations, it requires skilled professionals to interpret insights, make strategic decisions, and drive implementation.

Collaborative Leadership

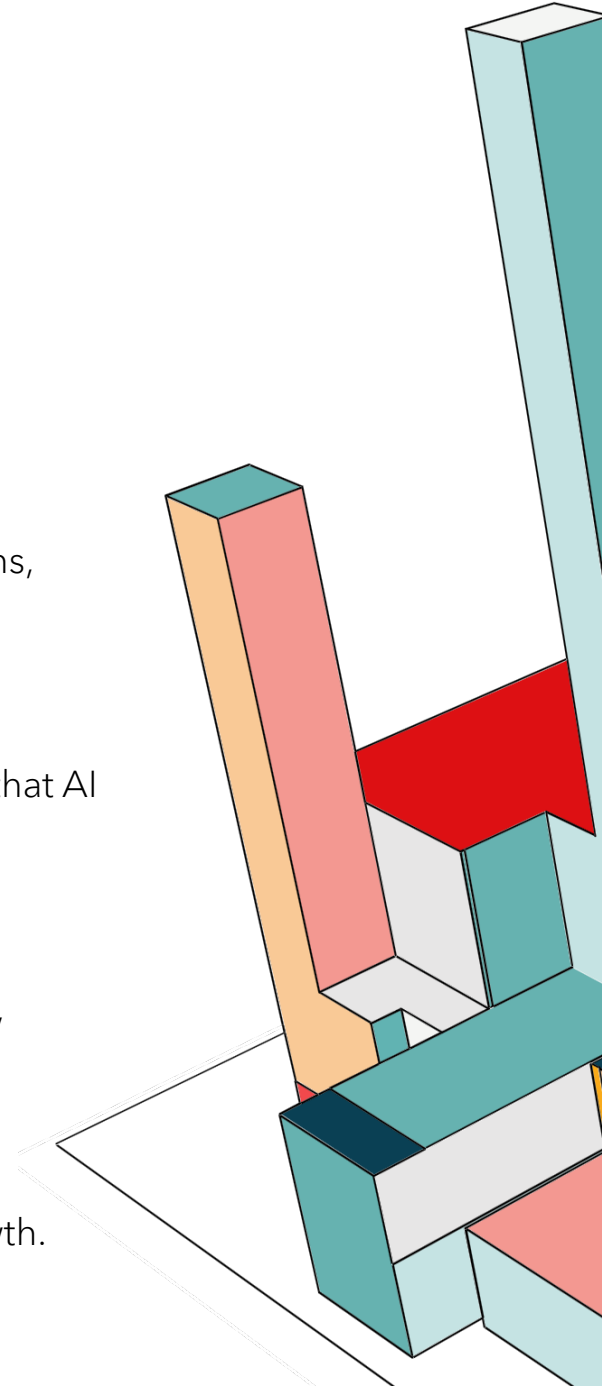
Effective FM leaders manage complex teams, build relationships with stakeholders, and foster trust—skills that AI cannot replicate.

AI as an Enabler, Not a Replacement

AI streamlines processes and enhances efficiency, but human oversight ensures success through creativity, empathy, and foresight.

Future-Proof Skillset

FM professionals who embrace technology and adapt to evolving demands secure long-term career growth.



AI TOOLS FOR ENHANCING FACILITY MANAGEMENT

Predictive Maintenance Platforms

Use AI and IoT to monitor equipment health, predict failures, optimize maintenance schedules and for real-time tracking of maintenance tasks and asset performance. Eg: IBM Maximo, Upkeep

Energy Management Systems

AI-powered insights to optimize energy consumption, improve sustainability, reduce energy costs and improve building efficiency. Eg: Gridpoint, Enertiv

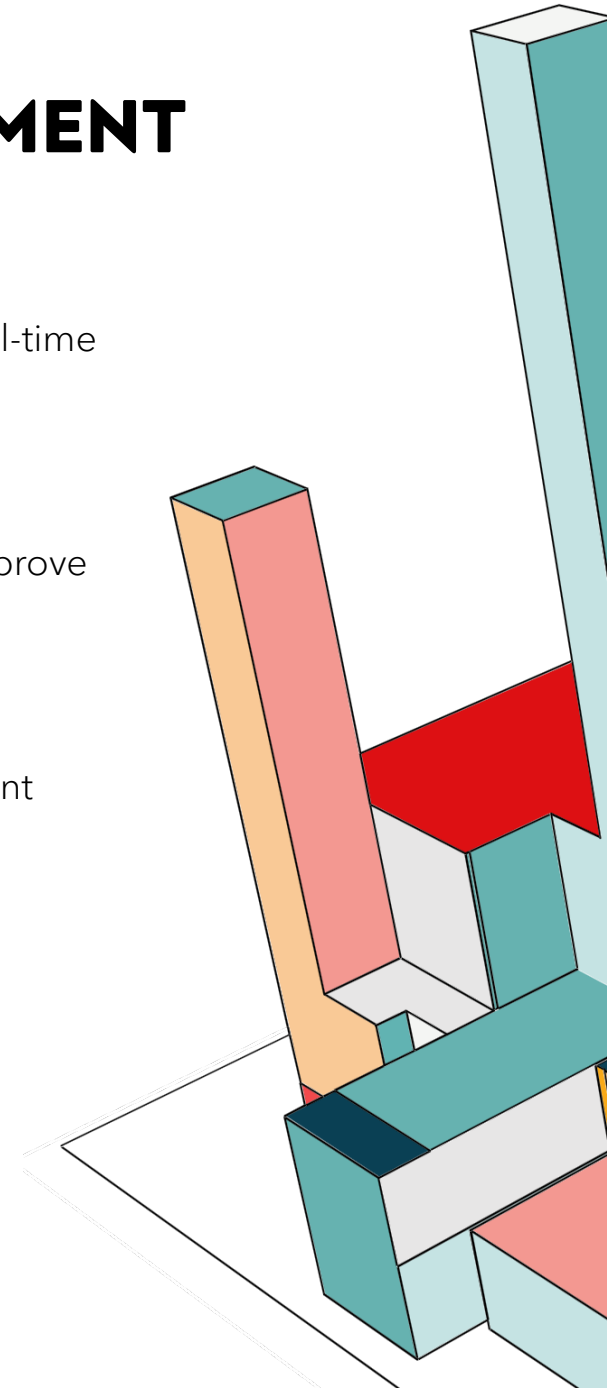
Smart Building Solutions

AI-driven insights for lighting, HVAC, energy systems, improving energy efficiency, and enhancing occupant comfort. Eg: BuildingIQ, Siemens Desigo CC

Security and Surveillance

AI-powered video management software for enhanced surveillance, threat detection, facial recognition, perimeter protection, and proactive security alerts. Eg: Milestone systems, Avigilon

** The examples provided are for reference only and do not constitute an endorsement.*



AI TOOLS FOR ENHANCING FACILITY MANAGEMENT

Data Analytics and Dashboards

AI-driven insights for facility performance, space utilization, and forecasting. Eg: Power BI with IoT Integration, FM:Systems Analytics

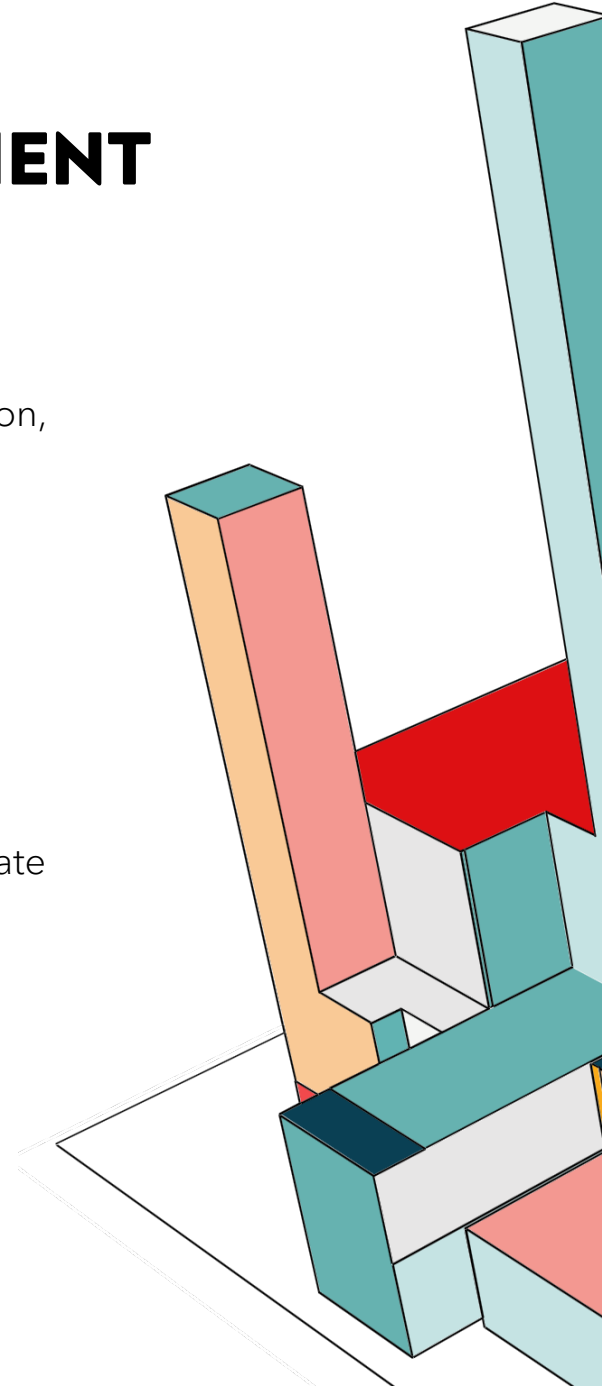
Cleaning and Sanitization Robots

AI-powered navigation for autonomous cleaning robots in large facilities for efficient facility sanitization. Eg: BrainOS

Risk Management and Emergency Response

Uses AI for compliance, security, and risk assessments in facility management, to identify, assess, and mitigate facility-related risks.

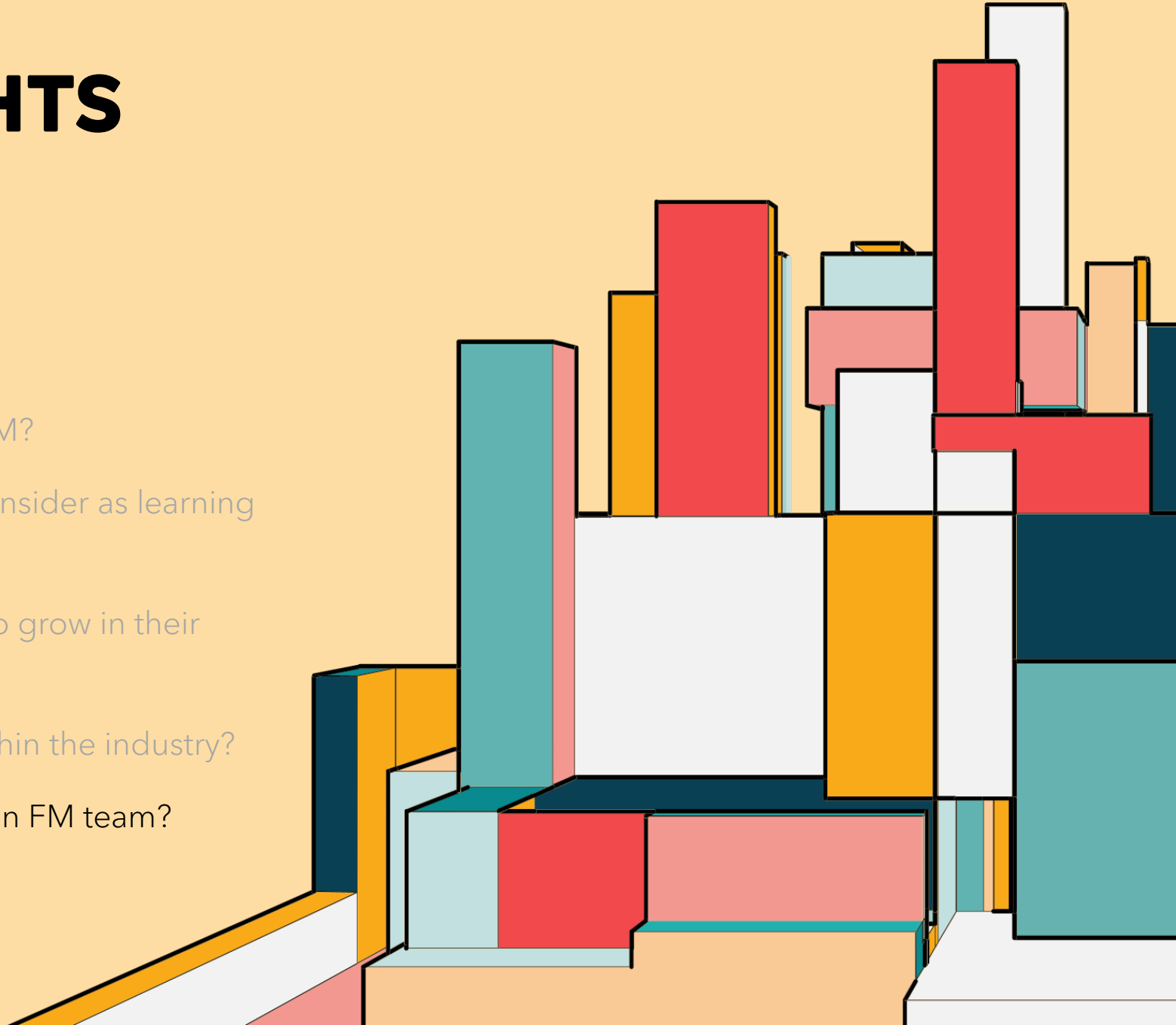
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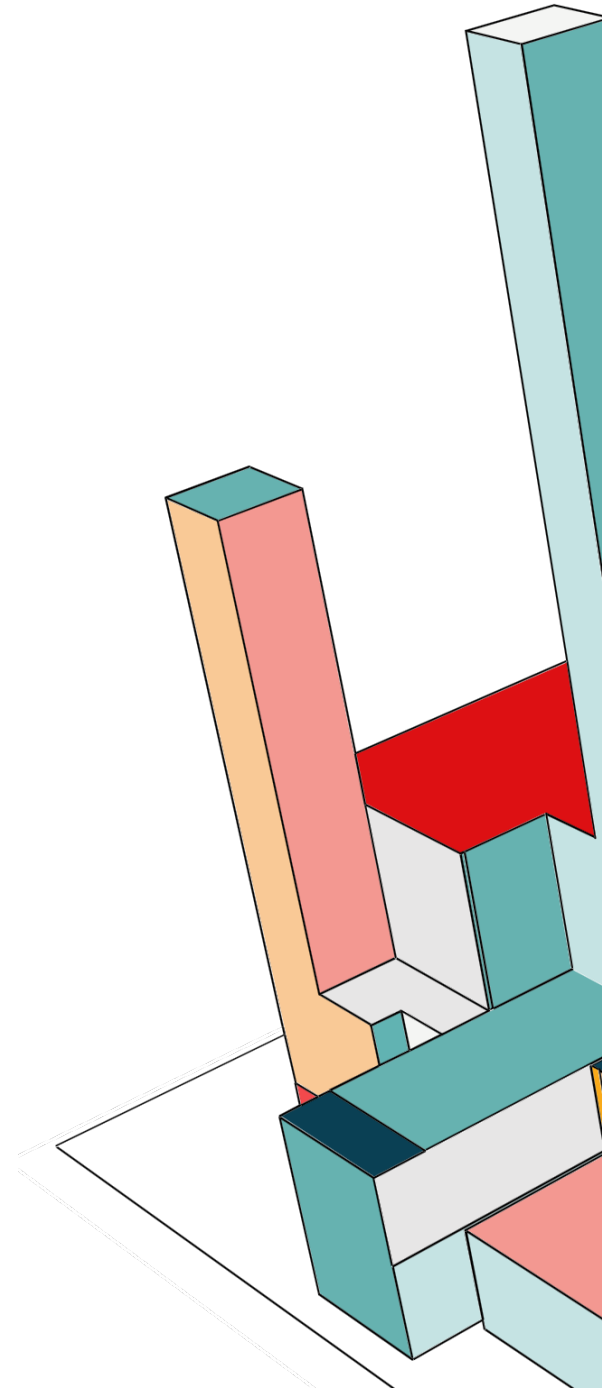
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THE IMPORTANCE OF LEADERSHIP CULTURE

- Expertise
 - Trust is a critical aspect of leadership. IFM can only inspire trust through demonstrated expertise across operations
- Impact
 - Impact is a proof point that makes leadership of IFM acceptable - showcase the true value that IFM is bringing to the table (direct and influenced) in a powerfully relatable manner
- Ownership and initiative
 - Don't wait for the operations stage to kick in - proactively get involved from the very earliest stages of the project to add value through operability inputs
- Commitment
 - True leaders commit to excellence and deliver on this commitment. Make this a cornerstone of the IFM practice you are part of



FIND YOUR COMPETENCY FRAMEWORK

Empower Yourself and Your Team

- Identify and develop your competency framework to achieve excellence in Facility Management

Leverage Proven Assessments

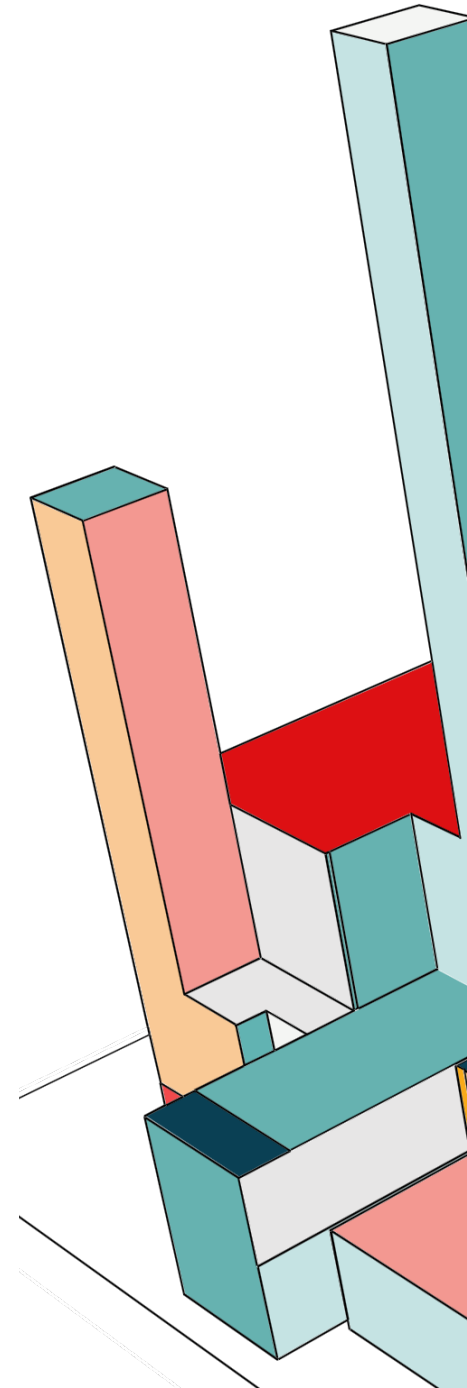
- Use globally recognized tools like MPCM (Multi- Dimensional Professional Competency Mapping), LCI (Leadership Competency Index and CURV (Cognition, Uniqueness, Resilience and Versatility) assessment, powered by Nabd and CLAP, to evaluate and enhance professional competencies.

Customized Insights

- Gain personalized recommendations to build skills, drive performance, and align with industry demands.

Assessment Website

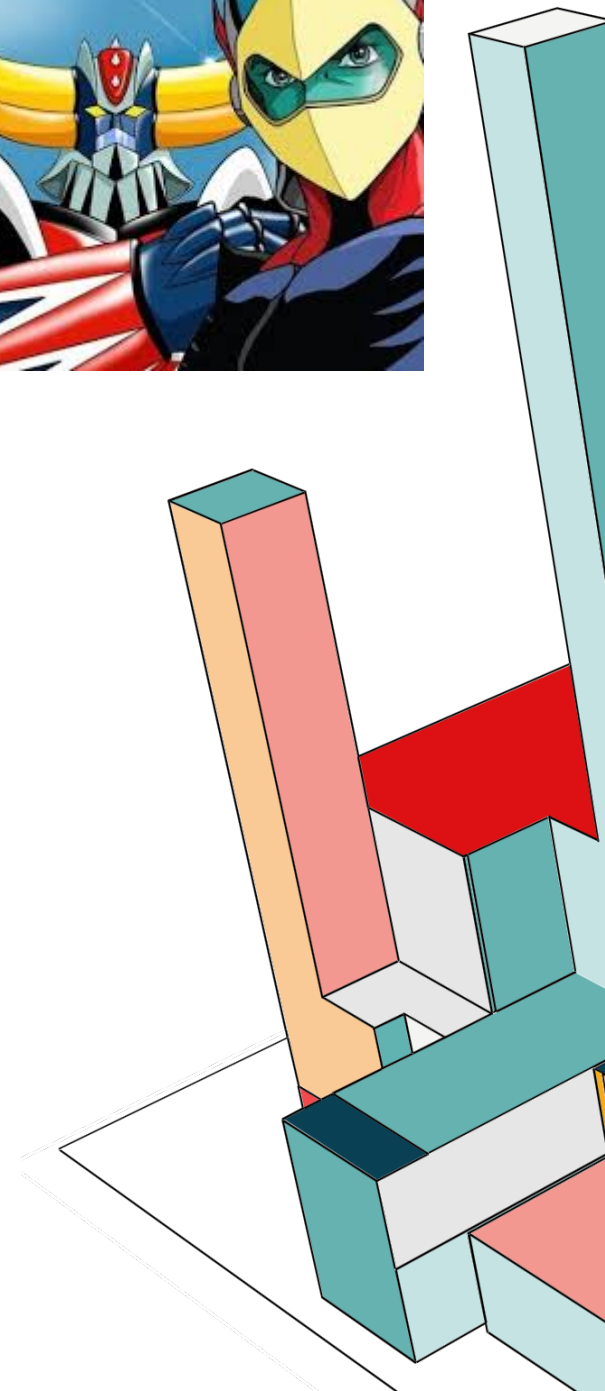
- www.nabd.ae powered by CLAP | Centre for Learning and Advanced Practice



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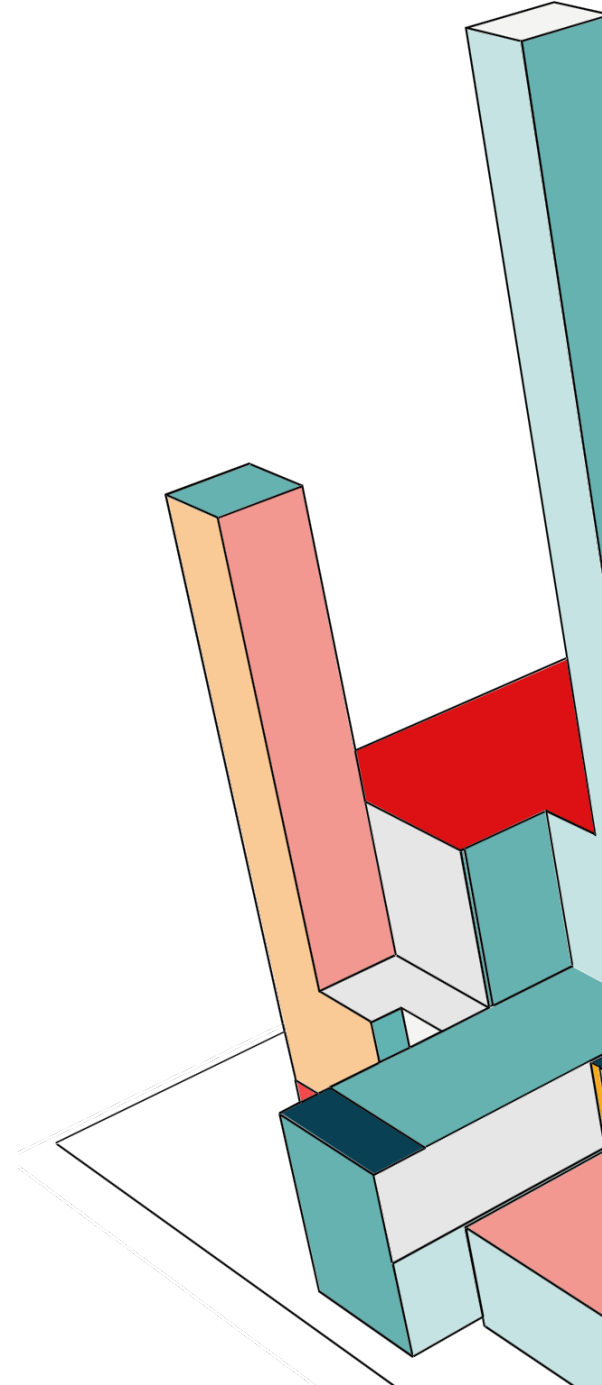


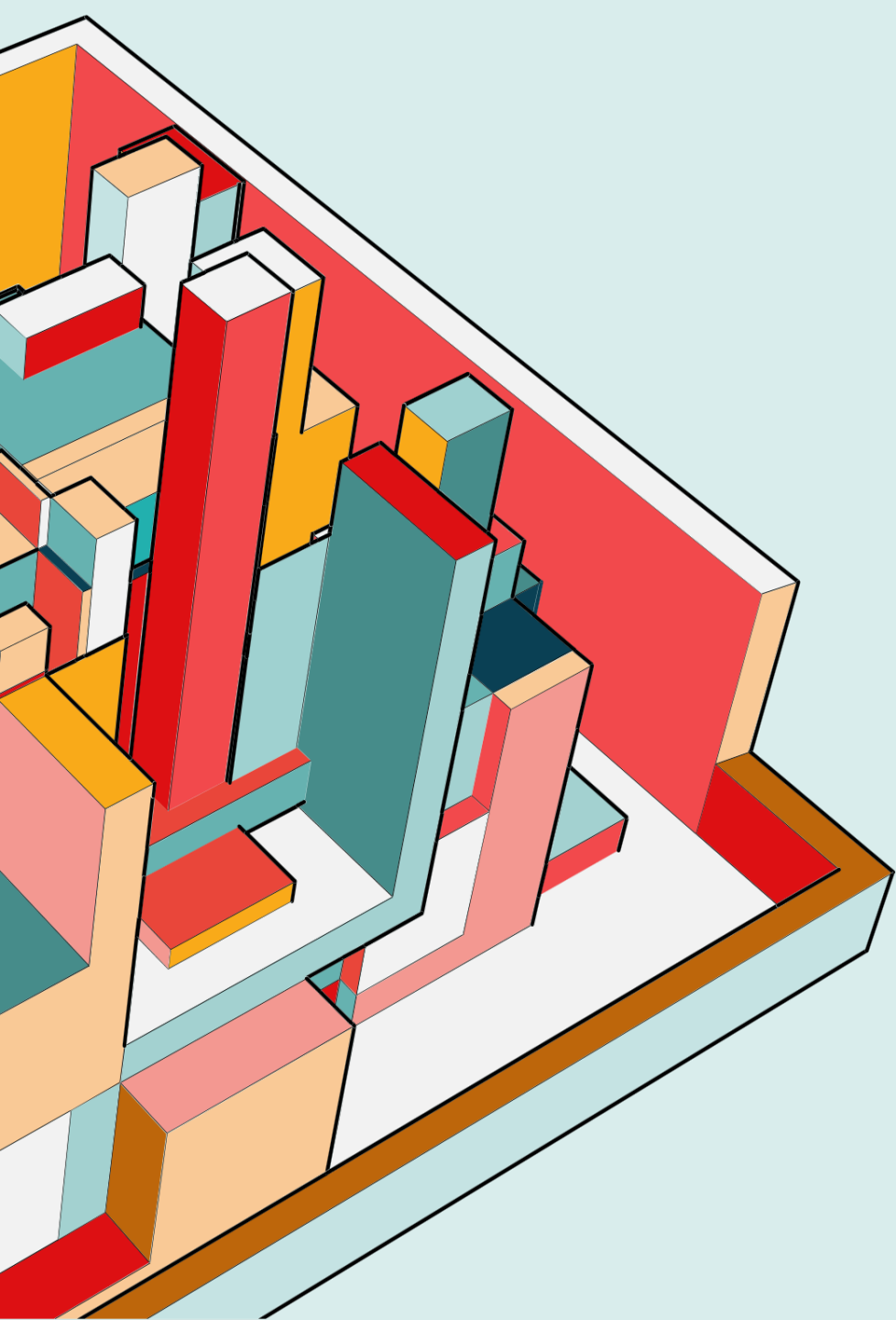
- If you change, everything will change for you. Take this message as a self-evident truth. The more you change for the better, the more you move from having a poor day to a great day, from lack of discipline to complete discipline, from giving up harmful habits to acquiring good ones. The more your life changes, your income changes, your life changes - everything changes



THE IMPORTANCE OF LEADERSHIP CULTURE

ان الله لا يخيب عبدا تفائل به خيرا
وان هزت رياح اليأس مركبنا فحسن الظن في الله





LET'S BUILD A SMARTER, MORE VIBRANT, SUSTAINABLE WORLD

Together...