

Interview with: **Víctor Feingold**

Founder and CEO of Contract Workplaces



1.- From your point of view, how has the workplace evolved over the last few years?

The workspace is increasingly becoming an important management tool, which focuses on employee welfare, attraction and retention of talent, a sense of belonging, and productivity through collaborative work and the promotion of innovation within the organization.

2.- What are the keys to creating an inspirational and productive working environment?

It is fundamental that the workspace be aligned to reflect corporate culture and focus on the people who work there. However, each case is different and if all the aspects and complexities of the client are to be understood, prior research and analysis should be carried out.

In our case, the tool that allows us to gather all this information, prior to initiation of the design phase, is the development of a Workplace Strategy process. It includes a clear understanding of the mission, vision and values of the company to which the workspace must be aligned in order to reflect and promote its corporate culture, and it consists of a survey of all future users that reveals satisfaction levels with current offices and expectations about the future work environment.

Interviewing top management is also key to understanding their vision and business projection, as is carrying out workshops with different influence groups to promote thinking outside the box and exploring otherwise unthinkable alternatives.

This information is used to draw up a conceptual project including the main drivers of the design process. The methodology allows a holistic vision of the project not only in terms of design, but also in terms of budget, technology, HR, communication, welfare, image, logistics, and other areas.

Regarding these types of change, it is important to accompany the people who will occupy the workspaces, as some of them will be reluctant. This process must go hand in hand with a well-thought-out change management service.

3.- What role does the facility manager play in this context?

When buildings and their infrastructures are monitored and taken care of by technology, the primary task of a good FM is to refocus on the welfare of the users of the property. This new FM must draw from experience to generate the best usage scenario for the inhabitants of the building.

4.- From your position in the company, what has been the greatest challenge you have faced?

The world is changing rapidly and therefore the nature of business too. Keeping ourselves constantly updated and providing new and better services that meet the standards of new demands is the challenge. This challenge is multiplied when we manage these services and maintain our level of excellence throughout Latin America.

5.- What are the most challenging projects you have dealt with over the last few years?

Each Project is a new and unique challenge.

Proposing a single solution for a wide range of problems and needs requires an in-depth and detailed understanding of each client and company.

Using thorough procedures in each project and complying with expectations and deadlines are our main objectives and motivations.

6.- Why should a facility manager not miss Worktech?

It offers a unique opportunity to attend lectures on the future of the labour market, trends and new technologies such as robotics, Artificial Intelligence and People analytics, as well as to confer with experts about the new paradigms of the industry, not just regarding the evolution of workspaces, but all aspects of the working environment.