



Interview with:
Peter Brown
Managing Director at Fischer Brown



Today we interview Peter Brown, Managing Director at Fischer Brown and one of our keynote speakers at the EFMC, where he shares with us his vision about Facility Management.

1. You are an expert in Strategy, Evolution, Communications and Branding amongst other things, what aspect do you think is the most important to be taken into account by any company?

All these elements are vital in securing a company's future. A clear vision and strategy, objectives and ways to measure progress against objectives are fundamentals to securing an organisation's future. But an organisation is organic, not static; it is about people, not just numbers. So the evolution of a business depends on bringing the people along on the journey: employees, clients, customers, shareholders, all the stakeholders. This requires excellent and appropriate communication of the way forward, and clear branding, setting the company apart from its competitors.

2. How do you think these aspects can help the Facility Manager's work?

Facilities Management is a cut-throat business, competitive, relentless, and cost-driven. It is always in danger of being commoditised. A clear strategy, well communicated and branded, gives Facilities Managers a competitive edge in this tough environment: the chance to talk about value and responsiveness, not just lowest cost.

3. In your presentation, you will speak about the evolution of Facility Management, where do you think it is headed?

My presentation looks at the conundrum of a people business (people selling to people spaces normally used by people) which is often reduced to the cost of hardware, software, security, access...rather than what provides value to people, and adds value to the people who use those facilities. I argue that Facilities Management needs to target a ring of potential "customers" inside a client organisation, including Procurement, Finance, Operations but also HR. I think good and successful Facility Management is headed towards a 360 degree approach to the customer: competitive prices, high security, infrastructure are a "ticket to ride", but the winners will recognise what really adds value to the customer...by allowing them to do their business better, and their users to work more efficiently and effectively.

4. You will be one of the keynote speaker at the EFMC with the speech "The challenge of Facilities Management in the 2020s – From Hardware and Software...to Peopleware", what do you expect to provide to the audience from this main position?

To re-emphasise that it is always Customer First. Which means thinking hard about the Customer's wishes and problems, about how the Customer engages with their customers (users, management, clients). That "peopleware" is key to adding value, and having a competitive edge, in Facility Management.