

Do You Need Change?
Message for October 2004
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Chapter President

In March of this year we relocated our office (Archetype International). Having been in business since 1987, we obviously acquired a lot of “stuff” that maybe we could have lived without. Some items were “leftover” technology and other things were just not necessary. We were able to donate six drafting boards to a local college, primarily because our staff now uses computers and we don’t need the quantity of graphic supplies as before (pencils, pens & drawing tools). We also required less phone lines because everyone is now hooked on e-mail and other new technologies. These are pretty obvious changes, but they illustrate how quickly we experienced a virtual revolution in office space needs.

In October of 2003, Steelcase provided our chapter with a very interesting presentation entitled “Changes”. The presentation by highly esteemed, Bill Vinacke illustrated how “Change” in our organizations has become the norm. It permeates every aspect of our businesses from space planning to marketing and product development. Bill’s examples of change illustrated how very differently our workspaces have evolved over the years. For example, nice little neat rows of cubicles have been abandoned in favored of an environment more chaotic in appearance but more functional in performance.

The basis and reasoning for this evolution encompasses many factors which included the differences in expectations among workers and customers. These expectations may be due to generational or cultural differences for example. In his book **The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life (Art of Mentoring)** renowned urban studies theorist Richard Florida “chronicles the on going sea of change in people's choices and attitudes and describes a society in which the creative ethos is increasingly dominant. Millions of Americans are beginning to work and live the way creative people like artists and scientists always have - and as a result our values and tastes, our personal relationships, our choices of where to live, and even our sense and use of time, are changing. Leading the shift are the nearly 38 million Americans in many diverse fields who create for a living - the Creative Class.”
(1)

As an organization of research and education, IFMA strives to stay focused on not just keeping current with change, but having the vision to be instruments of change. This takes inspiration. I am pleased to say that I personally am quite excited about going to World Workplace this month. I am also hoping to garner some of that inspiration. I discovered two or three programs, in each time slot, that peaked my interest. This is phenomenal, and it either means that I’m just in a really good mood or there is actually “something new under the sun”. Change is underway! Since only about 12% of our chapter members are able to attend World Workplace we thought we’d try something fun for November. Several of our members have been asked to bring back information on

their favorite presentation in Salt Lake City and make it available for the Chapter at the general meeting in November. This should be interesting and valuable for many.

While at the National Conference, we will be watching for those new trends and changes that are important to our industry. It is only human nature to become complacent about our day to day activities. We forget to think about the kinds of improvements we can make in how we do our work. In so doing, we overlook the importance of “change” and how the simplest change can be an instrument for success. Every professional knows that this is a vital strategy to be developed and continually exercised. It is for these reasons that we look forward to bringing these inspired, new ideas back home to share amongst our professional peers and colleagues. We promise to make it interesting, and at the same time having some fun with the program! We hope to see many of you at our November Programs Meeting.

(1). Florida, Richard, *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life (Art of Mentoring)*

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