

WFM Essentials: innovative bitesize learning to take your skills further

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To enable professionals to thrive in workplace and facilities management's (WFM) challenging conditions, [IWFM Academy](#) has launched WFM Essentials, a series of training guides, delivered through bitesize e-learning, that empower professionals to stay ahead of the curve in a rapidly evolving landscape.

This bitesize e-learning series is crucial because it addresses the key challenges and opportunities happening right now in the industry. Designed to fit around the busiest of schedules, this series provides WFM professionals knowledge and skills to make a big difference, from a small commitment.

IWFM Academy's Senior Learning Designer, Anne-Marie Godfrey explains more about WFM Essentials' rationale, how professionals benefit and the future of the series, as well as delving into specific topics the programme covers and how professionals can get started.

What is IWFM Academy's learning design service, and how does it influence the profession?

IWFM has always offered training as part of its services, but we're at a pivotal point in 2025. The sector faces a skills shortage and an ageing profession, requiring us to attract new talent. Investing in learning design, training and qualifications is crucial to address this. By creating diverse training programmes tailored to the specific needs of our members and the profession, we equip them with the skills they need to thrive.

Why has IWFM Academy decided to adopt bitesize e-learning with WFM Essentials?

Our members are at different stages of their careers, from newcomers to seasoned professionals. They possess varying levels of experience and often specialise in different areas within the sector. We need to ensure that everyone can stay current, expand their knowledge and keep their skills up to date. WFM

Essentials allows professionals to complete training, access up-to-date information and receive clear guidance in manageable 10-20-minute blocks. It's easier to find that small amount of time in a busy schedule than to take days off for in-person training. This approach makes continuous learning more accessible, allowing more people to engage and contribute to the profession's evolution.

Considering IWFM Academy's existing offering, how is WFM Essentials designed to maximise value for professionals?

Our existing portfolio is predominantly qualifications and classroom-based training, which are valuable but require a significant time commitment. WFM Essentials enables quick and flexible learning that can be integrated into demanding work lives. This allows professionals to cover more topics, expand their skillsets further and learn more consistently. It's accessible whether you're a seasoned WFM professional who can't take extended time off, or someone just starting out. The content is designed to be engaging for everyone and fit into their daily routines.

To what extent is WFM Essentials applicable to actual organisational scenarios?

These courses are designed with real-world application at their core. We focus on what you do in your day-to-day role as a WFM professional. All examples used throughout the training are directly related to the types of scenarios you'll encounter when managing facilities, assets and working with people. The content is also very current. For example, in our technology-focused series, we delve into topics like smart HVAC systems and Internet of Things (IoT) devices, relating them directly to the experience of a WFM professional.

How can a IWFM member – or interested professional – access WFM Essentials?

All our courses are available on the [IWFM website](#). Once you've made your payment and signed up, you'll be able to access them through our learning management system. This system is accessible anywhere, on any device, allowing you to complete your learning at your leisure, self-led, wherever you are.

What are your hopes for the future of this initiative?

My hope is that we can create a robust and dynamic library of WFM Essentials. The goal is to create courses that build upon one another, giving professionals the robust toolkit they need to excel in their diverse and demanding jobs. Ultimately, we want to create resources that serve people and make a real difference in their professional lives.

Lastly, any advice for professionals considering trying WFM Essentials?

My biggest piece of advice is to give it a go! You never fail if you try. There's always something new to learn, even if you feel like you already have extensive experience and knowledge in a particular area. There's always a different perspective to consider, and things are constantly changing. If we stop learning, we stop developing. And if we stop developing, we stop improving. It's crucial for our profession and for our own personal growth that we continue our learning journeys, no matter where we are in our careers.

Discover IWFM Academy's new '[Tech Survival Guide](#)', the first guide part of our WFM Essentials series, these episodes empower workplace and facilities management professionals to confidently navigate the rapidly evolving technology landscape and effectively integrate new tools into their work. Each 20-minute



episode focuses on a specific tech challenge or opportunity.

[Click here](#) to access WFM Essentials.