

# IWFM Launches Practical Guide to Elevate WFM Information Management

8 months ago



The **IWFM**'s latest good practice guide introduces a practical, transformative framework for information management, recognising it as a critical opportunity to enhance the workplace and facilities management (WFM) profession.

The new guide, titled *Information Management*, asserts that information is critical infrastructure—vital not only for operational efficiency and compliance but also for delivering strategic assurance, strong Environmental, Social, and Governance (ESG) performance, and ensuring organisational resilience.

Authored by Gordon Mitchell, a respected expert in WFM technology and Chair of the IWFM Technology Special Interest Group, the guide was developed through collaboration with leading experts and sector peer reviewers.

## Introducing the Five-Layer Model

To address sector-wide challenges—including the “value gap” between available and necessary data—the guide presents the Five-Layer Model. This tool helps embed structured, trustworthy, and outcome-focused information practices by taking a whole-business approach where WFM professionals act as the central orchestrators.

The model ensures alignment by focusing on:

- People: Clarifying necessary roles and responsibilities.
- Process: Implementing consistent workflows and structured handovers.

- Data: Guaranteeing information is trustworthy and interoperable.
- Technology: Utilising systems that enable instead of constrain.
- Context: Ensuring alignment with overarching strategic, regulatory, and ESG objectives.

By adopting the strategies outlined in this guide, WFM professionals can shift away from reactive service delivery toward proactive, insight-driven leadership, helping their organisations navigate the mounting pressures of regulatory change and digital disruption. The IWFM guide is also situated within the wider Information Management Initiative (IMI) movement across the built environment, led by nima.