



GUIDE 2020

Guide to communication during your office relocation

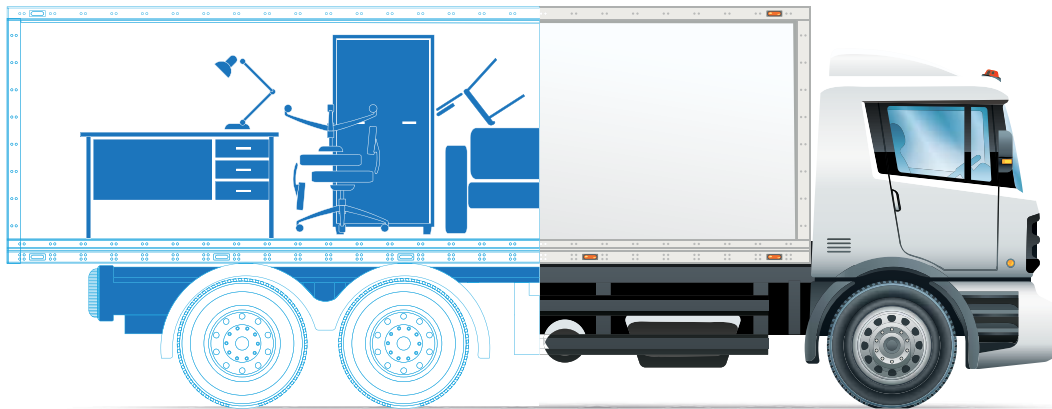
➔ Introduction

An office relocation is an exciting time for an organisation. Whether it's as a result of expansion and growth, acquisition, or the consolidation of existing buildings into one new space, it's a chance for a fresh start in a new office with better facilities.

But on a personal level, it can be an unsettling time for individuals. They may be worried about a new commute, working in a different part of town, job security, parking space allocations, what facilities the new building will have, whether they'll still have their same desk and whether they'll still be sitting with their colleagues. How you communicate your relocation or change project will have a major impact on how engaged staff are with it, as well as its overall success. Employee buy-in is an important element. If people become resistant to the change, it can be very challenging to support them through the process and execute a smooth relocation project.

A well-managed move will be quickly forgotten as people settle into the new space and focus on their work. But a poorly executed relocation can cause ongoing problems for an organisation, from staff attrition and loss of productivity to lost clients. Good communication is the difference between people feeling excited and positive about the upcoming change and people actively working against the organisation to hamper the project.

This guide helps you plan how to communicate your office relocation effectively and provides top tips and a dusting of inspiration on how to make it a rip-roaring success.



➡ Planning

Start the planning early, at least 18 months before the move. A big relocation move will take years to plan and execute properly.

Appoint someone who will lead the communication. It may be a full-time job if the project is considerable, or it could be part of someone's existing role. Make sure they have enough time to do the work justice – if they're already overworked, it's unlikely the project will be a success. This will typically be someone with a comms background, usually in the comms/marketing team. But sometimes, individuals in the real estate/facilities team have experience in this area too. Some organisations even have comms teams within the real estate department.

The person will need to be a good communicator, well organised and great at managing people. If you don't have anyone with the right experience, skills and time, then consider bringing in external advice. This is something that Magenta can provide. Ensure that person is a key part of the relocation project team from the beginning, working closely with the overall project manager.

The person will need to be a good communicator, well organised and great at managing people

➡ The comms team

While the PM will be the lead on all matters project-related, the comms lead needs to manage all the communication elements of the project. They might be the only comms person in the project or they may manage a team of several individuals and external agencies.

Most relocation and refurbishment projects involve the appointment of move champions, a central point of co-ordination within each department. The comms lead needs to work closely with the move champions as they're the eyes and ears on the ground and a great source of understanding people's concerns about the project. They can provide instant feedback about how the comms plan is working allowing, the comms lead to adjust the plan if needed. And they can quash any rumours before they start to spread.

The team may also include an external comms agency (if the comms lead lacks time or experience) or an external person may act as project lead. Design, social and PR agencies may also be involved. The key is to ensure that all team members know their responsibilities and are delivering as planned.



➔ Research

Before you start any communication, it's essential to know as much as possible about the planned relocation. Not all the information may be available at the beginning, so make a note of what's missing. This will fall into eight distinct areas:

- ➔ **What's going to happen?** Is it a straightforward relocation from A to B, a consolidation of several buildings into one location, merging one building into another or churn within a campus or building? Is one move planned or several? How many people will be affected?
- ➔ **Why are we doing this?** Understanding the aims of the project will help you to draft the appropriate messaging – even if you don't mention all the reasons. It could be to bring people together to improve collaboration; save money by reducing real estate footprint; create a better facility for client/employee recruitment and retention and satisfaction; improve sustainability/energy reduction; or to improve space utilisation. There could be a lease event, such as a break clause or lease end; the business may want to be closer to customers; it may be merging, acquiring a business, being acquired or downsizing. Usually it'll be a combination of many of these things.
- ➔ **When's it going to happen?** Every relocation involves key dates and you'll need to know these in order to put together a communication strategy. The project could revolve around a lease break, for example. But there will be other key dates, too, such as fit-out commencement and completion. Work backwards from these points to create your plan. Moves usually happen at weekends – often subsequent weekends for significant relocations – so plan that into your deliverables. There may be set timescales to work to. Some organisations target their relocation project teams to have people up and working in the new environment within 15 minutes on their first day. There may also be key internal dates you need to be aware of, such as year ends, product launches, etc. Make sure you're aware of all the timescales.
- ➔ **Where is the new facility?** You'll need to know the location of the new premises, even if it hasn't been built yet. It's useful to understand why

the building/area was chosen so that you include that information in the messaging. Every area has its pros and cons and you'll need to be aware of the upsides and downsides when communicating with stakeholders. You'll also need to do research into the new district to include in moving packs and *Welcome To...* guides.

- ➔ **Who will be moving?** Usually a major relocation involves everyone in a building, but sometimes only groups of people will be moving. Knowing exactly who will be affected ensures you communicate with the right people. Also find out if there are teams which need to be treated differently, such as trading floors, legal/finance departments with confidential material, or teams with specialist equipment such as designers. But don't forget, even those who aren't moving, or perhaps moving later down the line, will need to know what's going on.
- ➔ **How will the relocation happen?** Relocation companies have set ways of moving people. If it's a significant move, then it will be done in stages with several hundred people moving at any one time into the new building. Knowing the moving plan will make sure you communicate in the right way with the right people.
- ➔ **What's going to change?** Relocations often involve changes in the new space which people need to be aware of. This could include new ways of working such as agile working or hot-desking; different furniture; new IT systems and processes; change in storage practices (such as removing pedestals and introducing lockers); the introduction of new facilities such as gyms, staff restaurants, occupational health facilities, shops, etc. (or the removal of these facilities). Ensuring you have a full as possible picture of the changes – both pros and cons – will help with messaging.
- ➔ **Be legal:** Don't start communicating anything until you are certain that you have adhered to all the necessary legal requirements. Moves often involve changes to employee contracts and this must be handled carefully. It may involve compensation in some cases and unions may need to be consulted before any formal announcement to staff is made. Make sure this has all been investigated and resolved fully before embarking on a comms programme.

➡ Messaging

Once you have all the information to hand, it's time to start drafting the key messages. Identify all the benefits that the relocation will bring to both individuals and the business and include them in the messaging. This will usually centre around business growth and creating a better environment for employees.

You will need different messages for different stakeholders. For example, employees will be interested in the building's location and facilities and what changes they may need to make. Clients will be more interested in the location and what the client-side facilities look like. Shareholders will be interested in the costs. Tailor each appropriately.

Potential challenges, such as a less advantageous part of town, should be identified. By having key messages and answers ready for any difficult questions, you won't be caught on the back foot.

Make sure the messaging reflects the organisation's tone of voice and has been reviewed by the internal comms team (if it's not being written by them). It's essential that people are communicated with in the way they usually expect so they gain full confidence in the process. Communication within a financial services organisation might be very different from that within a media company. If you're using an external agency to support you in this area, it's important that they get under the skin of your business and create messaging in your style and tone of voice.

Don't forget to include an elevator pitch – communicating the reasons for the move in a sentence or two – in your messaging document.

➡ Timeline

Once you have a copy of the move plan – which should be constantly updated – create a timeline of activity from today until post-move, but be prepared to change it to fit in with shifts in the overall project timetable. Start by explaining the rationale behind the move and then regularly update people as the months go by. You may need staff involvement in decisions



FIVE DEADLY SINS IN RELOCATION COMMS

1



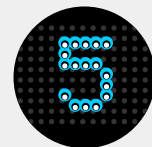
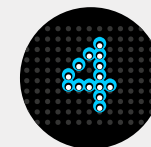
← **Starting** communication too late allowing rumours to flourish

→ **Not** appointing a comms project manager who's in charge of all comms. The overall PM is too busy to lead the communication function and may not have the necessary experience



← **Not** communicating enough – there is no such thing as too much as people will easily miss messages

→ **Going** too deep too quickly – you need to gradually share information so that people are not bombarded with too much unnecessary detail early on



← **Not** using a variety of tools and channels – not everyone will go to the microsite, open an e-newsletter or read a poster or table-talker – so use a mixture of different channels to reach everyone

such as fabrics and furnishings, so include enough time for feedback.

Communication should be often and open. It's almost impossible to communicate too much. But it's also important to listen as much as you talk so build in plenty of opportunities for feedback.

➡ Tools and channels

Deciding how to communicate with stakeholders is crucial. With multiple channels at your fingertips, using a variety of tools ensures that everyone takes on board what they need to know. Don't forget that people digest information in different ways. Some people are visual and prefer information to be communicated through images and graphics. Others prefer learning by hearing someone explain something. Another group prefers to touch and feel things (see box 2). At the same time, everyone reacts to an office move differently. Some people love change and will wholeheartedly embrace it and others will go with the flow. But some people will feel anxious about it. You need to appeal to all these different audiences.

These are some of the usual ways to communicate office relocations:

- * Set up a **microsite** which acts as the main repository of information about the move. Include a meaty FAQs section to cover everything and anything you can think of. Add the questions people ask you or the move champions to the FAQs as it is likely that someone else will want to know the answer. Direct all other form of communication to the microsite.
- * Regular **newsletters** – email and hard copy – are great ways to share latest updates. Hard copies are particularly useful for people who may not have a company email address such as front-line staff.
- * Company **screensavers** can be a great way to share images of the new office space, building plans, architect's impression and layouts, and maps of the local area. Update them weekly to keep everything fresh and embed a hyperlink to the microsite so people can easily find additional information.
- * Whereas much of the communication will be digital, the power of physical tools such as **posters** and **table-talkers** should not be underestimated. Posters placed in lifts, on the back of loo doors and in tea points – places where people are usually twiddling their thumbs – can be great ways of getting a message across. Table-talkers on staff restaurant tables are also good conversation starters. Make sure these are changed regularly to keep them fresh and engaging. Consider the use of interesting stats and facts about the move/refurb to attract attention.



DIFFERENT LEARNING STYLES



Everyone takes on board information in different ways which means that you need to use a variety of communication tools and techniques when communicating about your office relocation or refurbishment:

Visual (spatial): this group prefers using pictures, images and spatial understanding. Consider posters, graphics and floorplans

Aural (auditory): these people prefer using sound and music. Face-to-face meetings, podcasts and video are ideal for this group

Verbal (linguistic): verbal learners like using words, both in speech and in writing. Face-to-face meetings, videos, podcasts, e-newsletters and microsites are all ideal

Physical (kinesthetic): this group prefer using their bodies, hands and sense of touch, so mood boards and furniture samples work well

Logical (mathematical): These people use logic, reasoning and systems to take on board information, so any messaging on the business reasons behind the move and explaining the systematic process of the relocation will be effective

Social (interpersonal): these people prefer to learn in groups or with other people, so taking on board news about an office move in a town hall environment would work well

Solitary (intrapersonal): this group prefers to work alone, so a micro site or any other form of information which they can digest independently will work well

Everyone has a mix of these learning styles, but many people find that they will have one dominant way that they prefer to take on board information. By using a variety of tools and channels to communicate with stakeholders, you will ensure that everyone takes on board the key messages.

- * **Mood boards** located in a central space are useful ways to engage people in the relocation or refurbishment. Involving staff in decisions around carpets, colours and furniture makes them feel more engaged and happier with the end result. Having samples of the new furniture, particularly chairs, allows everyone to try out any new equipment.
- * Many employees will want to hear the reasons for the move from a senior person. Organising regular open forums or **town hall meetings** around the company to answer questions and address concerns about the move will help to support people through the change management programme. It's a great chance to explain the rationale for the move, present design ideas and then keep people updated. These can also be videoed and shared on the microsite and social channels.
- * Where possible, arrange regular **tours** of the new site for as many staff as possible to see first-hand what's happening. Tours are good ways of engaging stakeholders in the run-up to the change. If it's a lengthy project, then several tours at different stages will help maintain momentum and keep morale high.
- * **Talking-head videos** with the CEO or other board member explaining the rationale for the project, and providing significant updates, are easy ways to share key messages without the leadership team having to travel around several sites. The CEO videoed in a hard hat on site is even better. They can also be shared on the microsite, in e-newsletters and on social channels to reach people who might not be able to attend a town hall. Other options include videos of the PM interviewing the CEO about the project, or the architect or fit-out company being involved.
- * **Timelapse videos** of the development/new office space as it comes together can be shared in e-newsletters, on the microsite and on social. 3D walkarounds the new space are also useful.
- * Many companies use **social media** to communicate internally either through tools such as Facebook or through private forums like Yammer. These platforms should always be included in any communication plan. Where there are staff forums for discussion, make sure these are carefully monitored and immediate feedback to any questions or concerns given.
- * **Move champions** can be useful ways to communicate on a one-to-few basis within teams. By cascading key information to move champions and giving them the right communication tools, they can share it in turn with their teams and departments, allowing for instant feedback to the project team.



SEVEN TOP TIPS ON COMMUNICATING YOUR OFFICE RELOCATION



- 1 → **Start early.** You don't want people finding out about the project through the grapevine
- 2 → **Communicate often.** There's no such thing as too much but don't overwhelm people with detail too early
- 3 → **Use a variety of channels.** People take on board information in different ways so use different tools to reach them and cement your messages
- 4 → **Appoint move champions** to act as your eyes and ears on the ground and to respond quickly to any rumours
- 5 → **Plan** for any resistance. By having key messages and answers ready to any difficult questions, you won't be caught on the back foot
- 6 → **Involve staff** in the decision-making around the relocation in areas such as choosing furniture, colours, meeting room names or the layout of the new space. If they feel they've been involved, they'll be more engaged and positive about the move.
- 7 → **Don't stop** once you're in the new space. Get feedback on how people feel about the move and the new environment and use that information to improve

- * It's important to listen as much as you talk. Employees will have ideas for the new space and **working groups** are a great way to engage people and bring them into the project. If run properly, by the comms team with input from the other functions, these are effective for getting input into the new office design and layout. While you won't be able to accommodate all of their wishes, at least you'll understand what they want, and their concerns, and be able to explain why you can't deliver everything.

➡ In the lead-up to moving day

The closer you come to moving day(s), the communication will ramp up so that everyone knows what they need to do and why. Changing or adding comms channels at this point can be useful in attracting people's attention, so consider more overt communication such as desktop alerts or scrolling desktop headlines to remind people of impending deadlines.

Specific things to think of in the lead-up to move day:

- * Many organisations have 'black bag Fridays' in advance of the move to reduce the amount of unnecessary clutter which will require specific communication.
- * Create a dedicated move pack for each member of staff so that they are prepared for the move, understand the support network available and what's expected of them. If it's delivered by the move champions personally it creates strong and trusted relationships. See box for a list of what you could include in a personal move pack.
- * Start preparing the welcome documents to share with people when they move into the space. Documents to consider are:
 - * *Welcome To...* document about the new area: what useful info do people need to know? (See box 4) for our ideas.
 - * *Welcome To...* our new building: (see box 5) for ideas on what to include. If the relocation involves the introduction of new ways of working or a change in office etiquette, then a guide to this should be considered so employees know what's expected.
- * Consider whether you want to give gifts to employees on their first day to thank them for their work and get them excited about the new environment. Something to eat is always a popular option, such as a boxed branded cupcake. A voucher for a local eatery will also get people out and about exploring the local area.
- * Do you want to have a staff party to welcome people to the new location, thank everyone for their support on the project and boost morale? Many organisations use a new building as an excuse for a client party too.



WHAT TO INCLUDE IN A WELCOME TO...THE NEW AREA PACK



- * A map of the local area clearly indicating where the office is
- * Details of local amenities such as: post office, chemists, ATM, doctor's surgery, hospital, car park, parks, swimming pool/gym, running clubs, drycleaners, cobblers, theatre, cinema, etc.
- * Information on local transport links: the nearest railway/tube stations, bus/tram stops, coach station, cycle racks, car parks, airports. Consider including details of local walks in the area along canals or around parks, etc.
- * Details of local eateries including take-out places and venues for a quick coffee or a formal client lunch, with details of price expectations and types of food offered.
- * Information about local retail therapy: where is the nearest book shop, fashion retailer, gift store, and hardware shop?
- * Competitors/partners: are there any competitors nearby? Are any suppliers/partners in the vicinity? What about existing and potential clients or customers?
- * Many areas have cultural or historical points of interest that you can include for employees to discover at lunchtime. How about organising regular walking tours in the first few months so people can find out more about the area, get away from their desks and meet other people in the company? Local historians are often very happy to do this for a fee, and there are usually companies providing this service who can do a bespoke tour.
- * Consider providing discount vouchers for nearby eateries to encourage people to explore the local area.



WHAT TO INCLUDE IN A WELCOME TO... OUR NEW BUILDING PACK



- * 'Welcome to our new home' note from the CEO thanking staff for their patience during the move.
- * Updated health and safety information including details of fire evacuation routes.
- * Location of the toilets and showers and any new initiatives such as water/energy-saving technology.
- * Details of any new ways of working and desk arrangements (although this is worth a guide in its own right).
- * Location of the staff kitchens/tea-points, what's provided and the expected etiquette.
- * Details of security procedures including security passes, etc.
- * Details of any staff restaurant/cafes including opening hours and what's on offer – copies of the first week's menu is ideal. Include information on how people can pay for their food.
- * Procedures for recycling and waste including any new systems and processes. Use this as an opportunity to shout about what you achieve in terms of reducing waste and how people can help improve this.
- * Location of any on-site bike racks and drying rooms.
- * Details of any on-site sports activities such as a gym, swimming pool, exercise classes.
- * A rundown of the meeting room spaces (including size and location), instructions on how to book them and any meeting room etiquette (particularly important if you've previously had a problem in no-shows or rightsizing meeting rooms – this is your chance to change that).
- * Location and procedures for using centralised IT equipment such as printer, photocopiers, faxes and scanners, together with details of the training available for any new equipment.
- * Details of any upcoming welcome parties/town hall get-togethers
- * Where to go if you need help: floor captains, FM helpdesk, together with the procedure for reporting snagging issues in the first few weeks.



WHAT TO INCLUDE IN A PERSONAL MOVING PACK



- * A note from the CEO explaining the rationale for the move and the business and individual benefits of the relocation together with a thank you for the team member's support at that time.
- * The timeline of the relocation including the individual's timings – what do they need to do and by when.
- * Details of when crates arrive and what should and shouldn't go in them. Include a pack of pre-printed, colour-coded labels to be put on the crates/boxes.
- * What they need to do in advance of the move – eg take personal items home, archive filing etc.
- * Arrangements for the last day in the old office and first day in the new one.
- * Maps and details of the new office – you can use a summary of some of the details in the 'Welcome to our new building' pack – (see box 5).
- * Floorplan of new office with their desk highlighted (if they have a fixed desk).
- * Overview of health and safety/fire evacuation procedures for the new office.
- * Security/ID card for the new office, together with any key codes/payment cards.
- * Where to go for help or more information, together with a link to the FAQs on the microsite.
- * A reminder of security procedures and to remain vigilant. An organisation can be vulnerable during an office move.
- * Some organisations include the 'Welcome to our new building' pack with the personal moving pack.



A SUSTAINABLE RELOCATION

An office move can be detrimental on the environment. Buildings are sometimes demolished and rebuilt and even a refresh comes at an environmental cost. The comms team needs to explain how the project fits in with the organisation's overall environmental and CSR strategy and what the company is doing to reduce the impact of the project on the environment. Areas to consider in this messaging include:

- * How lorry emissions are being reduced (good relocation companies will have plans in place in this area which you can share).
- * The fit-out's environmental credentials (from rainwater harvesting and ground source heat pumps to organic paint and VOC-free products, there are a range of green options that may – or may not – be included in your refurbishment. Your fit-out contractor can give you all the details).
- * What's happening to all the furniture, IT and planters in the current office? Are they being reused in the new facility or elsewhere in the business, being donated to charities or schools or being recycled?
- * What's happening to products which are near their end of life?
- * What is the recycling like in the new office?



➔ On the day

Most moves happen at weekends, with staff packing up on the Friday in their old office and then turning up to the brand spanking new one on the Monday morning. Last-minute reminders should go out on the morning of the move, and move champions and other comms team members should be on standby to deal with any last-minute changes and provide both moral and practical support.

Although employees won't typically be there on the move day, they will be curious about how it's progressing, so consider sending out quick updates over the weekend reassuring people that it's all going to plan. A reminder to come into a different location on the Monday is also essential and should be sent out on the Sunday evening and Monday morning. Don't forget to remind people if the start time is different from normal.

While the operational team will be on hand on the first day in the new space to resolve any snagging issues, it's also important that move champions are there to instil confidence, communicate any particular instructions and provide moral support. Not everything will go to plan and the comms team will play a crucial role in explaining what's happening and what employees need to do if things do change.

➡ Post-move

The communication shouldn't stop once you're in your new home. A post-occupancy survey is a great way to understand how people feel about their new surroundings and pinpoint any areas for improvement. Organisations such as employee experience assessor Leesman can provide this service, which when combined with a pre-occupancy survey, can be very valuable in demonstrating the impact of a move. Or you can do it yourself. By asking staff for feedback, they will continue to feel that their opinion matters and morale will be maintained.

Maintain the relationship with the move champions in the long term to understand how staff are settling in to the new facility and what changes may need to be made. They are an invaluable source of information. Don't forget to thank them for their support during what can be a stressful period and consider ways of rewarding them, whether that's through a small financial bonus, extra holiday, discount vouchers or a bunch of flowers.

Why not use the relocation as an excuse to promote your organisation in the local, trade or business press? It's a great way to share an expansion story. There are also numerous industry awards for relocations and refurbishment which is a good way to raise your organisation's profile, and reward the staff involved in the project.

➡ Pat yourself on the pack

Once a move is over, it's easy to move onto the next big thing. But take the time to thank everyone involved in the project, and don't forget yourself. You probably haven't had much of a chance to take holiday in the lead up to the move, so take a couple of days off and reflect on a job (hopefully) well done. Jot down anything you would do differently while it's fresh in your mind, so you're ready for the next relocation or refurb project. After all, office leases are getting shorter so you could find yourself on the move quicker than you might expect.



DO YOU NEED COMMS SUPPORT?



For almost 10 years, Magenta has been the communication expert in the built environment, designing and delivering bespoke communication strategies for significant relocations and refurbishment projects. Whether you're moving several thousand people across the country or continent, or refurbishing a smaller regional office, we can help you to get your message across so that everyone knows what's going on, when it's happening, what they need to do, how they need to do it and why. This makes your project run more smoothly, ensures people are engaged with the process and guarantees business continuity.

Many organisations have in-house FM and comms teams who can manage most aspects of move communications and just need some extra support at either a strategic or operational level. Others require more comprehensive support. Whether you need a bespoke communications strategy created for your relocation or refurb project, or support in creating engaging material to deliver a strategy you've already produced, we can help. With teams in London and Toronto, together with partners around the world, we can seamlessly support cross-border projects.

Get in touch at

www.magentaassociates.co

or email

info@magentaassociates.co

or call

+44 1273 934295



Office 3, Design Quarter
129-130 Edward Street
Brighton BN2 0JL

Workplace House
69 Turnmill Street
London EC1M 5RR

55 Albert Street, Suite 100,
Markham, Toronto,
Ontario L3P 2T4

info@magentaassociates.co.uk
+44 (0)1273 934295

magentaassociates.co.uk

