****

**Workplace Transformation Program**

KEY MESSAGES

**VERSION 2**

**Date:** DECEMBER 2023

Key messages - Workplace transformation program

***Purpose and use***

**Objective:** To provide easy-to-use, easy-to-remember, plain-language talking points for use in conversations with executives, managers and staff about how the new GC Workplace intends to meet their expectations.

**Who should use them**: The integrated project team can use these key messages to develop communications for the executive team and managers**.**

Executives and managers can also use these key messages as discussion points with their team about the upcoming workplace modernization project.

**How to use them for optimal results and impact:** We strongly recommend adding a section on specific project elements (vision, site address, project governance, timelines) BEFORE using these talking points. Wherever possible, the key messages and elements of this section should be used in subsequent messages.

**Target audience:** Executives and managers of employees who will occupy spaces created as part of a Workplace Transformation Program project. (These messages appropriately repeat the pre-written messages for all other audiences).

**Reason:** To be effective, communications must be repeated, standardized and consistent, whatever the messengers, and must validate the echoes of third-party voices.

The **French version** of this document is available here : [FR Version](https://wiki.gccollab.ca/images/a/a1/WTP_-_Key_messages_for_all_FR.docx)

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## Modernizing our workplace

* With the introduction of hybrid working in the public service, our work practices and the needs of our organization in relation to the workplace have evolved.
* The occupancy rate of our premises has fallen significantly, so we have to do our part to occupy our premises more efficiently.
  + Data collected before the pandemic showed that less than 60% of offices were occupied at any one time (Government of Canada data).
  + The implementation of the hybrid working model since April 2023 is also having an impact on the occupancy rate of our spaces.
* That's why we decided to modernize our spaces according to the *GC Work*place, the official federal standard for workplace design.
* We'll be working with Public Services and Procurement Canada (PSPC) as part of its Workplace *Transformation Program (WTP)*.
* We will participate in design and planning consultations to ensure that our spaces reflect the needs and particularities of our organization.
* Joining this program and undertaking this modernization will make our workplace more efficient and affordable; it could reduce the financial (and environmental) impact of our activities for the government and for all Canadians.
* The employee experience is at the heart of this project, as the modernization aims to ensure the well-being of staff and the retention and attraction of talent.

## Admission to WTP

* To launch our project under the Workplace Transformation Program, our organization must complete an admission process, including a commitment to:
  + supporting hybrid work
  + comply with the GC workplace model
  + allocate the necessary resources
  + demonstrate a high level of preparation
  + commit to reducing space and adopting activity-based working in unassigned work environments
  + follow up the evaluation by measuring actual usage, and share results and lessons learned with PSPC.
* Our organization has agreed to comply with the program's eligibility requirements, so all that remains now is for our project to be approved by PSPC's Governance in order to proceed.

OR

* Our organization is committed to meeting all these conditions, and our project has been accepted by PSPC's Governance. This allows us to proceed with the concept design, as well as with the initial stages of procurement.

## GC Workplace

* The GC Workplace design standards are based on the Activity-Based Workplace (ABW) concept.
* This design *offers* flexible (unassigned) offices, i.e. a variety of individual and collaborative workpoints, which are modern and ergonomic.
* Workstations are divided into quiet, interactive zones, ensuring that there are spaces for low noise and others for collaboration.
* Employees are invited to choose the space and workpoints that best suit the tasks to be accomplished during the working day.
* The workspace features a robust virtual environment that ensures good connectivity wherever you are.
* In addition to workpoints, a *Workplace Transformation Program* project includes the following elements:
  + - Wi-Fi environment
    - Audiovisual equipment adapted to each workstation
    - Modernized kitchens and business center
    - User-friendly online booking system
* The project aims to provide staff with a work environment that promotes well-being and work-life balance. It offers an office who is:
  + healthier;
  + more flexible;
  + more collaborative;
  + more accessible;
  + more ergonomic;
  + better suited to the hybrid working model.
* The workplace design is inspired by Canada's natural landscapes. In the spirit of reconciliation, indigenous principles such as maximizing daylight, connecting with nature, and using natural textiles and materials will also be applied.

## From Workplace 2.0 to GC Workplace

* The GC Workplace was created in response to the issues and irritants raised in Workplace 2.0, following surveys and consultations with federal public servants.
* The GC Workplace enhances the 2.0 environment by better supporting employees' changing activities, needs and preferences, as well as fostering interaction and collaboration.
* The GC Workplace is also the careful result of trends and innovations prevalent in workplaces around the world.
* Although the modernizations may seem to be taking place within a short timeframe, the WTP enables a logical evolution within an accelerated framework, to the benefit of staff, especially those who were feeling the irritants of the 2.0 environment.

## Transition and adaptation

* A team has been set up to bring this project to fruition. It is made up of representatives from:
  + information technology (IT);
  + information management (IM);
  + human resources (HR);
  + safety and facilities;
  + change management, and;
  + communications.
* Modernizing our workplace could mean further internal transformations to our operational processes, policies and working methods.
* Various plans will be drawn up to guide, inform and support you at every stage of the project. We'll support you before, during and after the modernization.
* You will have the opportunity to take part in information meetings and consultations, and to find out more about the project and have your say on it. Various means of communication will be available for these purposes.

## Leadership expectations

* Keep up to date with the project, so that you can pass on information to your teams and answer any questions they may have.
* Play the role of positive influencer: embrace change yourself and experiment with new ways of working.
* Participate actively and visibly throughout the project.
* Recognize and reward individuals or teams who have gone the extra mile to implement change.
* Express your support directly to employees.
* Listen, understand and address employee concerns.
* Note that in this type of workplace, managers and executives are encouraged to manage activities based on results, not employee attendance. Equip yourself for this new reality.

## Staff expectations

* Keep up to date with the project by reading communications and taking part in information sessions and other activities.
* Ask questions! If you have any concerns or questions, or if you're worried about a rumor, talk to your manager or the project team directly, using the communication channels we provide.
* We will need your understanding. The construction period and adaptation to the new work environment may cause some irritation. The project team will do its utmost to minimize the impact of any inconvenience.
* Remember, the ultimate goal is to improve our working environment and employee experience every day!