

International Workplace

– 21 years and counting



here's to the future™

Asset Information

Legal and professional
intelligence for the workplace

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Welcome

When a company comes of age – especially when you are one of the founders – it is inevitable that you find yourself looking back at what has changed over the last 21 years.

I hope you enjoy the brief company history we've collated over the following pages, which also includes words from some of the wonderful people we've met as the company has grown from a bedroom in Cambridge to a company doing business across the world.

I'd like to pay thanks to everyone who's played their part in that journey – especially the people who have given so much – and still do – to make the company deliver on its promises every day.

It's lovely to see from looking back that we are valued for our integrity, innovation and our willingness to take risks. I firmly believe these traits are needed more than ever in business as borders are broken down, traditional business models are challenged, and development cycles are shorter than ever.

I do want to take this opportunity to look forward, and not just back.

In our 21st year we are taking on our biggest challenge yet. We haven't changed our values, but in recent years we've changed our name, invested in new technology, and expanded into new markets.

Because standing still has never been an option.

If you'd like to get involved with us, we'd love to hear from you.

Here's to the future!

David Sharp



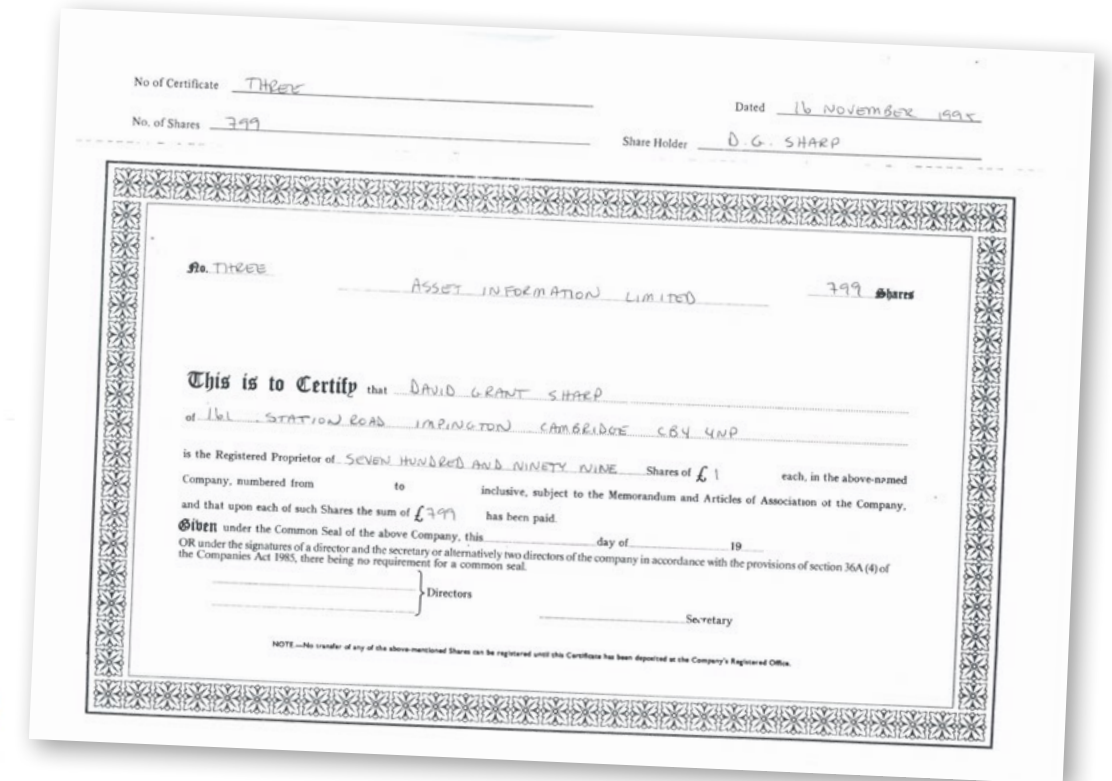
David Sharp
Founder and Managing Director



International Workplace started life as Asset Information Limited, formed on 16 November 1995. It was the idea of David Sharp and Brian Holmes, who had been early adopters of desktop publishing technology and had seen how it could revolutionise the publishing industry. They put in £1,000 each to fund the company.

Like many new businesses, the company started from a back-bedroom, this one in Impington, just outside Cambridge in the UK.

The Asset Information name and logo was the first of many changes in branding in the years to come, next as Workplace Law, then as International Workplace.



What was going on in ... 1995

Steve Fossett becomes the first person to make a solo flight across the Pacific Ocean in a hot air balloon

Space Shuttle Atlantis docks with the Russian Mir Space Station



OJ Simpson found innocent

A magnitude 7.3 earthquake occurs near Kobe, Japan, killing 6,433 people

Windows 95 released by Microsoft



JavaScript first introduced and deployed



The company started life as a publisher of market intelligence. Its very first publication, launched in 1996, was a report on the UK facilities management market – then almost so obscure as to be completely unknown to many in business.

It was the first of what was intended to be a series of intelligence reports on the service sector.

Researching for the launch, the fledgling publishers spent many an hour in London's City Business Library, where *Premises & Facilities Management (P&FM) Magazine* was the only FM title on the shelves, then edited by Richard Byatt.

Richard Byatt

"Between 1991 and 1999 I was editing Premises and Facilities Management Magazine, and that was when I became aware of Workplace Law. I think what I realised quite quickly during that period was that David and his team had spotted the potential for a more authoritative source of data on workplace related legislation and best practice."

"By 1995 the industry was changing rapidly, and generally, the team always seemed to be four steps ahead in design and the adoption of technology. Workplace Law's marketing always seemed to be inventive and fun and creative, sometimes a bit off the wall."

The first issues of the first edition of the UK Facilities Management Market Audit were printed on a laser printer and bound using a metal spine binding machine that clamped the pages together. The report cost £379 and the first two orders came from Blue Circle Industries (now owned by Lafarge) and Laing Management.

Co-author of that first report, Bev Burgess, has remained a friend of the company to this day, and has given generously of the considerable expertise she's built up over her career as a services marketing specialist.

Bev Burgess

"I first became aware of the company when I was working at Blake's marketing practice. I got involved in publishing some marketing audits with David and Workplace Law. I stayed in touch after I'd left Blake's, and then got involved fully when the company decided to reposition itself back in the FM market and do a piece of extensive market research."

"From my perspective, the company has really evolved over the years, from a publishing company, into an information community, and now consultancy and training. David has the ability to put together a vision; he knows where he wants to go and what he wants to do. He's courageous, but he's really pragmatic with it. So he just gets on with the job. Most of the people that I meet in my working life either bill themselves as big thinkers and strategists and won't actually get their hands dirty."



What was going on in ... 1996

Dunblane Massacre

Prince Charles and Diana, Princess of Wales get divorced

Nintendo 64 launched



Mad Cow Disease hits Britain



Kofi Annan is elected to be the United Nations seventh secretary-general

Bev Burgess looked like this



Dolly the sheep is cloned

IBM's Deep Blue defeats chess champion Gary Kasparov for the first time

Spice Girls get to UK no.1 with 'Wannabe'





Simon Parker at United Business Media (now known as UBM) was an early advocate, starting a relationship between the two companies that has continued for almost 20 years.

UBM's people have always been flexible, creative, supportive and – most important of all – fun to work with.

David Sharp and Brian Holmes at an early Facilities Show organised by United Business Media



What was going on in ... 1997

Tony Blair becomes UK Prime Minister

Hong Kong returned to Chinese rule from UK rule



Diana Princess of Wales is killed in a car crash in Paris



Kyoto Protocol Agreed when 150 countries sign up at a global warming conference in Kyoto, Japan



Mother Teresa dies



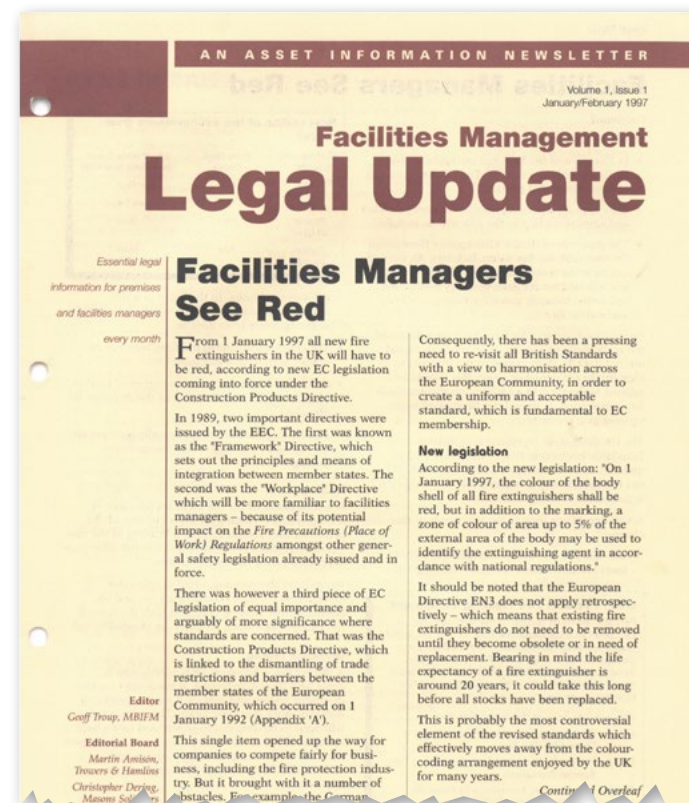
Scotland votes to create its own Parliament after 290 years of union with England



Tiger Woods at 21 years old becomes the youngest ever golfer to win the Masters

Harry Potter and the Philosopher's Stone published





1997 was a seminal year in the company's history, as it chose to combine its presence in the Facilities Management market with David's experience as a publisher of legal information.

In September 1997, the monthly newsletter 'Facilities Management Legal Update' was born. Michael Ryley, then an Employment Partner at Masons Solicitors, was an early member of the editorial advisory board.

Michael Ryley



"My association with the company started with Facilities Management Legal Update. It wasn't flashy, it wasn't glossy, there were no pictures or anything, it was just text."

"You could see that FM was actually emerging into a much bigger space and that the whole world of outsourced services was getting bigger and bigger"

and was clearly going to be the next thing. So it was good to align ourselves through FMLU to get some exposure."

"The FM audit that Workplace Law produced was the only documentation available that was really defining the market and pulling it together. So it was very interesting that they were in that space, and that really marked them out as being a reasonably serious player. They were the people to be talking to."

'FMLU', as it became known, helped the company to punch above its weight for what was at that time still a company operating from a garage with only two employees.

An early meeting with 'FM Guru' Martin Pickard was to become another life-long friendship.



Martin Pickard

"I think I'd been receiving this very smart, professional newsletter and I had images of some towering office block, with all these clever people writing it... and then I met David! I was just a little surprised... it was this little business churning out this really high quality stuff. That was really impressive."

"There's an honesty, an ethical but commercial approach, which I think has run all the way through. There's always been a real commitment to producing quality, useful, intelligent material, whether it be consultancy training or a publication. The company has this ever-changing team of people who are all bright and enthusiastic and clever and there's always been a really nice feeling to it. Like being asked to come along to the company's retreat one weekend, doing a talk during a power cut at a youth hostel. That would never happen with any other company. That's so Workplace Law."

"The company was a really early adopter of the internet, the move to publishing and spreading technology. In the 90s we were still controlling whether or not people were allowed to look at the internet because it might stop them from working, and it wasn't long before that we were arguing about whether email would ever have a place in the office or whether it was something just for personal use. The same goes for eLearning."

"The people at International Workplace are great people to do business with. There's a really serious business there and some really decent, nice people to go with it, and it is that culture I think that has made the company. You're not the boring bunch of lawyers and compliance enforcers that you could have been!"

What was going on in ... 1998

Terrorist bombing attacks at two US Embassies in Nairobi and Dar es Salaam, killing 250 people

Good Friday peace agreement is accepted by Sinn Fein, the leader of the political wing of the republican IRA



Bill Clinton denies he had 'sexual relations' with former White House intern, Monica Lewinsky

An earthquake measuring 6.1 on the Richter scale in northeast Afghanistan kills more than 5,000.

Europeans agree on a single currency – the Euro



BMW buys Rolls-Royce cars for \$570m



World's first digital terrestrial television service launched in the UK

Google is founded





In November 1999, a fresh Cambridge University Graduate, Ciaron Dunne, joined the company, instantly doubling its workforce and helping take the business forward into the digital era.

Ciaron Dunne

“About halfway through my interview in Dave’s garage, the phone rang and he told the person on the other end that there was no one in from the accounts team at that time, and I remember sitting there, looking around and thinking, what’s he talking about? This is a one man business, there’s no one here from the accounts team ever! So I thought that was quite funny.

“I was very excited. Dave was trying to make this transition from publishing a newsletter and some hard copy reports to creating a genuine online business, and the original Workplace Law network. I was just really excited by that, by the thought of being involved in starting up an online business. At that time it felt like anything was possible with the internet and it was very much in your hands whether it worked or not, so I think that did come across to people. But I think what we had was the energy and positivity and self-belief that you get from when you’re starting a business and it’s going quite well.

“I was with the company for five years and within a year I was a director of the business, which at the time for me was just incredibly exciting. I was the only person I knew who was a director of a company, and when I left, it was to start doing my own thing, so Dave to me was and still is, an incredible mentor. I got the opportunity to make it up and try new things and not just do what everyone else was doing.”

It was around this time that the company started to build on its established subscription base to launch stand-alone publications, including the annual Facilities Management Legal Update Handbook.

Linda Faux

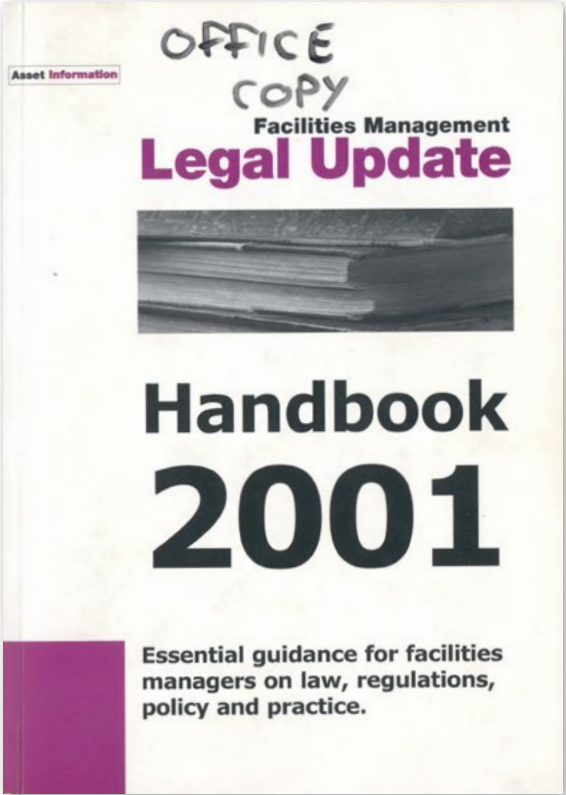


“I was working for Duracell Batteries when I came across Workplace Law. In the very early days I subscribed to the legal update and then one day I called them and said, ‘Is there a book that you can pick up and you can walk around a building with, and you can look at anything in that building and get information on it?’

“And at that point David said, ‘No, but that’s a good idea, maybe one day we might produce one.’

“About a year or 18 months later, he called me and said, ‘Remember you wanted a Facilities Management Handbook where it was a one-stop shop? Well we’re going to produce one.’ So I met up with David and he asked me to list everything I’d want to see in it and that was the general idea that became the FM Handbook, the book that was produced for many years.

“What I liked about the company was their philosophy; taking the complicated business of workplace law and turning it into something that could be easily understood by a Facilities Manager. We’re practical beasts at the end of the day, and we just need practical words and practical advice. David and Ciaron were just always up for anything. They were never closed to any ideas.”



What was going on in ... 1999

Barbie turns 40



European Union bans beef imports from the US over the widespread use of growth hormones



The human population of the world surpassed six billion

Great Britain introduces the Minimum Hourly Wage – £3.60 an hour



Bertrand Piccard and Brian Jones circumnavigate the world in a hot air balloon without stopping



Helen Clark becomes the first elected female Prime Minister in New Zealand



George Lilley

"When I first came across the company it was through the newsletter that was sent out – the Legal Update. I think the first time I came across the business was probably when I was Managing Director of George S. Hall. I used to buy the publication to support the managers, to help them understand their legal responsibilities.

"My first impressions... basically, I thought it was quite well positioned, and authoritative in terms of workplace law. I thought it was very niche, very specific. I really valued the publication. It was very good. I thought it was really good value for money and it became more important when I set my own business up in 1999, whereby I used it even more, just to keep abreast of legislation.

"Technology has obviously changed our industry. In the days before email and the internet and mobile phones, we still managed to give a great service. It's just that as technology evolves and gets implemented, you think you're going to exceed customer expectations, but actually customer expectations increase as technology arises.

"For any business starting today, I'd say just stay true to your values, but don't let them become diluted. And that's true of International Workplace. It's the professionalism that I've always liked about the business and I think David is an incredibly professional person."



The company's email newsletter was continuing to grow under the Workplace Law Network brand. The website was beginning to gain traction and Asset Information won the Periodical Publishers Association (PPA) award for best paid business subscription website.



An early recruit was Ross Motley, who started working for the company at the age of 16 and who went on to build its first website, its CRM system and much of the back end administration functionality that still

exists to this day. Ross' presence – and sense of humour – is still felt through the naming system he gave for permissions access levels (Dark Overlord - he was the only one, naturally, Silver Underlord and so on); and is reflected in the name of the CRM system itself, known as KATII, the second version of the Knowledge Activated Tabernacle he built for us. He still has pink hair today.



How the site looked in 2002

What was going on in ... 2000



Concorde Air France Flight 4590 crashes just after take-off from Paris

Hillary Clinton is elected to the US Senate representing New York

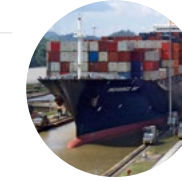


Ken Livingstone becomes London's first elected mayor

Y2K fails to herald the end of the world

The last of the original Minis rolls off the production lines

Control of the Panama Canal is handed over to Panama after 75 years of US control



Dubai financial market founded



Construction is completed on Jumeirah Emirates Towers: at 56 storeys, the tallest building in the Middle East

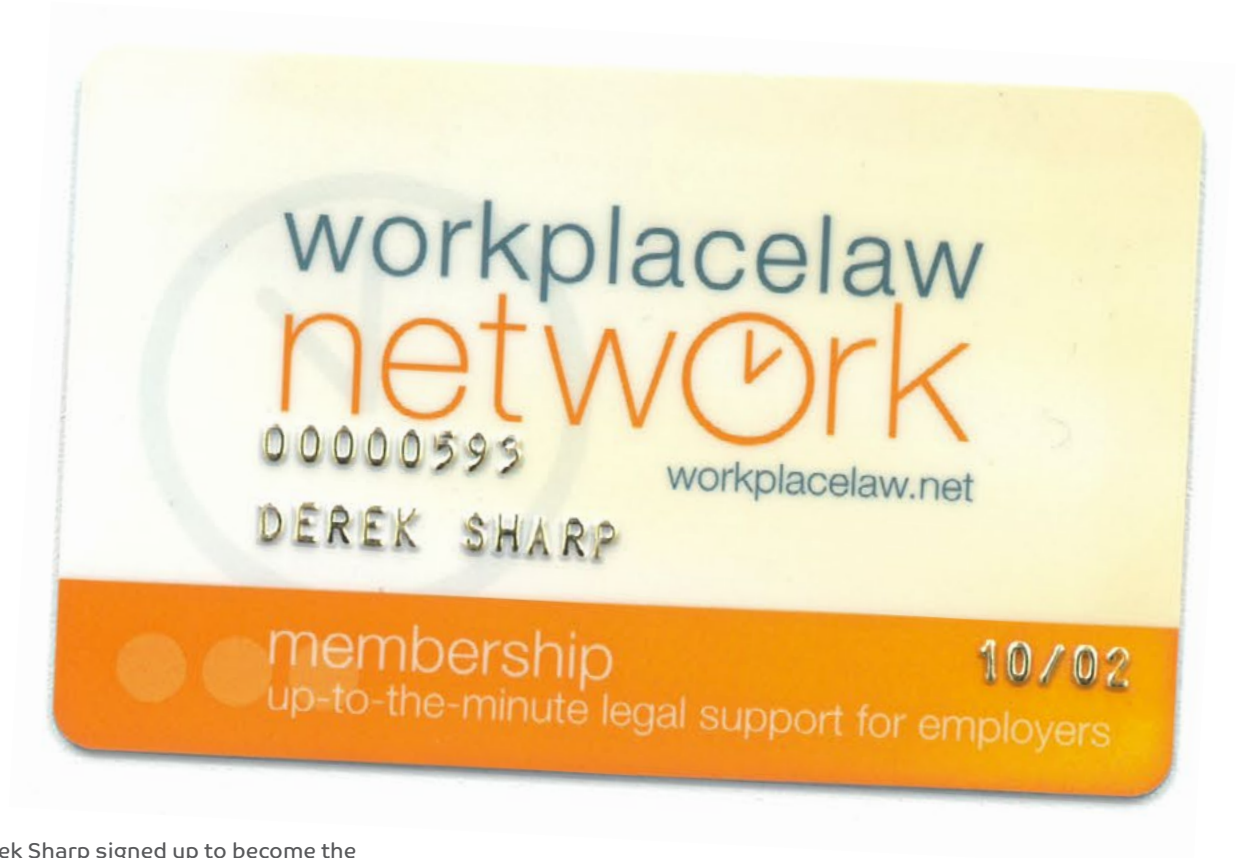


Mike Packham

"I was relatively new to FM and looking for sources of information when I came across Asset Information. FM generally was still quite new in those days. We were all feeling our way and had a vague idea about what was involved. But then David and his colleagues started talking about all this legislative stuff we needed to be aware of. I guess, although we were aware of it, he kind of brought it more to the fore than it had been previously."

"Statutory compliance is much more to the fore now than it ever was. That's a result of various pieces of legislation that have been put in place. I think a lot more companies are now probably more aware of their obligations in that respect than they were previously. Thinking back, it was quite easy. We didn't have so much paperwork to worry about."

"You get conflicting information of course. The minute you go onto the web and try and resource a particular point, you'll find that somebody says one thing and somebody else says something completely the opposite. It's trying to make a decision as to what's right. But we're inundated with information now. So that's not necessarily a positive thing. I guess it's around understanding what it is you're looking for and going for that. Rather than being side tracked into all the other peripheral, wonderful things that are out there."



David's dad Derek Sharp signed up to become the Workplace Law Network's first paying member

What was going on in ... 2001



2,996 people die on September 11 in a terrorist attack thereafter known as 9/11

The Mars Odyssey spacecraft reaches Mars



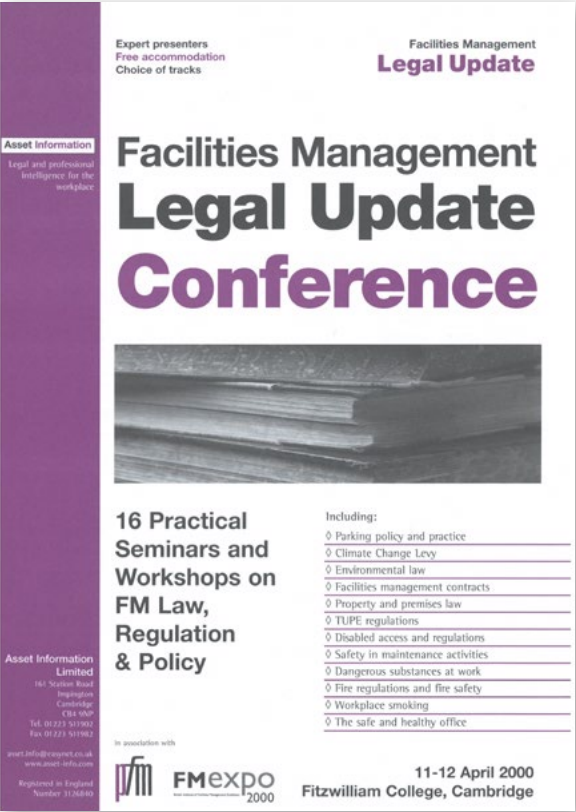
Wikipedia goes online

An earthquake hits Gujarat, India, causing more than 20,000 deaths



Apple releases the iPod

The Leaning Tower of Pisa reopens after 11 years repairs to stop it falling over



Workplace Law’s annual conference and dinner grew to become a two-day industry event, attracting speakers from within the Facilities Management sector and from Government.

Former Disability Rights Commission Chairman, Sir Bert Massie, was a particularly memorable speaker at a time when equality for disabled people was a key regulatory issue in the UK.

What became the Workplace Law annual conference was also a major social event, forming friendships between the company and the delegates that still flourish today.

Richard Muir



“I remember going to all those early conferences, and at one we got snowed in. We all had to stay another night and ended up going for a meal together. And it just shows how congenial everything was. Right from the outset everybody was encouraged to take part, and there were plenty of networking opportunities from the start. David was well ahead of his time on that, like he’s been way ahead of his time in a lot of areas.

“I think the Workplace Law conferences left a lasting legacy; there’s no question because, talk about repeat business, the number of people that came back every year was quite staggering, and that’s just testimony to how good they were.”



Clive Godsave

“I was working as a Facilities Manager when I first became aware of the company. I came to the very first conference, when it used to be a two-day event, and arrived on my motorbike. I’m still riding a motorcycle, and I was used as part of the company’s advertising campaign.

“My first impressions were very good. The conferences were always excellent, and I’ve been to every single one.

“I have a lot of time for International Workplace. It’s always nice to see the people that I still know when I go on a course. How long I shall be able to continue going I don’t know because I’m looking to retire next year. I’ve put it off for five years already!”

What was going on from ... 2002–2003



Harley Davidson celebrates 100th anniversary

Queen Elizabeth, the Queen Mother dies

Terrorists detonate massive bombs in two nightclubs in Kuta, Bali, killing 202 and injuring over 300



Arnold Schwarzenegger is elected Governor of California

Saddam Hussein is captured

Apple launches iTunes



Queen Elizabeth II celebrates her Golden Jubilee

The highest temperature ever recorded in the UK - 38.5°C (101.3°F) at Brogdale near Faversham in Kent

2005 saw a complete re-brand, and a change of name to become Workplace Law.



Along with it came a new, bright orange logo and a strapline 'love to help you', designed to promote the service ethos of the business.

Not everyone loved it!

The new branding coincided with a new partnership with the British Institute of Facilities Management (BIFM), and its then-Chairman, Ian Fielder.



Brand ambitions expanded as far as producing a Workplace Law Risk Assessment mug. Conceived at the height of the 'bonkers conkers' and 'elf n safety' news stories in 2005, this tongue-in-cheek mug proved to be one of our bestsellers – especially among local authorities!



The relationship with BIFM was to last for more than ten years, with Workplace Law becoming the publisher of a weekly email newsletter for BIFM members, sponsoring BIFM's Annual Awards Dinner, and the two organisations joining forces to combine their annual conferences for three years.

Ian Fielder

"I was David's guest of honour at Workplace Law's tenth conference and I did the after dinner speech. I was there at the first conference, which was quite memorable too."

"In 2004, I became Chief Executive of the BIFM and again, David and I collaborated on a lot of initiatives and eventually David became a major partner and contributor to the BIFM Conference itself. David started doing some quite interesting things at the BIFM Conference. I remember the company did a presentation called Dodging Bullets, which was all about how to avoid getting into trouble legally, which was very innovative."

"David was an innovator and recognised the importance of the Facilities Manager in the industry. And David was very in tune with what the industry needed, very much focusing on the legislation, and how to protect individuals so they were well informed and well qualified in that area."

"David is fantastic at the personal touch. He has always remained in touch, not only with the people in the organisation, but his customers, and I think that's a key strength."

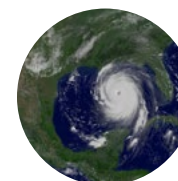
What was going on from ... 2004–2005

Facebook launches
in universities



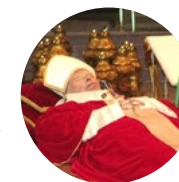
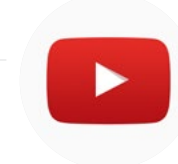
Foxhunting outlawed
in the UK

The strongest earthquake in 40 years
originates from the Indian Ocean,
measuring 9.3 on the Richter Scale,
creating tsunami waves that kill
290,000 people



Hurricane Katrina causes
the death of 1,245 people

YouTube launches



Pope John Paul II dies

7/7 London bombings



Workplace Law Magazine grew from the desire to deliver legal information in as engaging a way as possible. The purpose of the magazine was very deliberately to challenge, to stimulate and to entertain – not descriptions that would normally be applied to legal publishing.

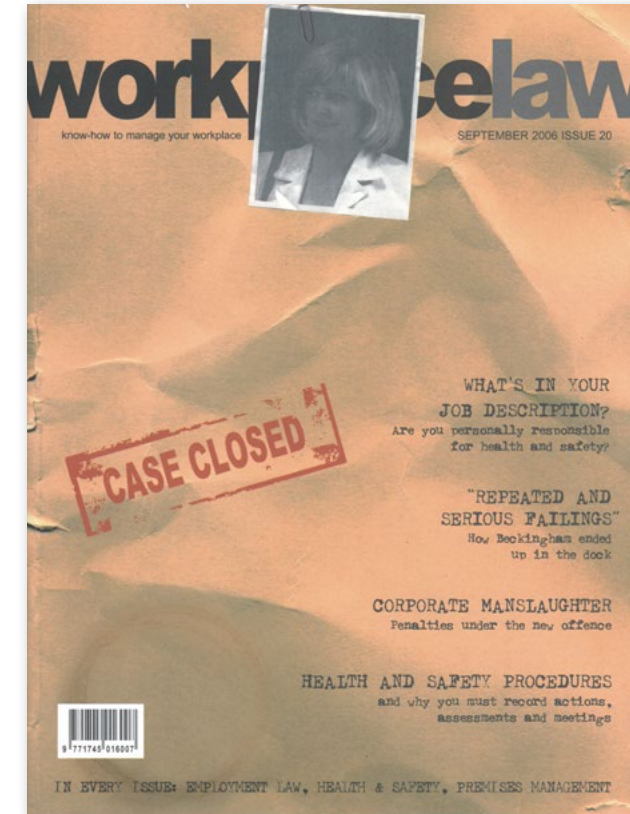
The most popular issue was devoted to the trial of Gillian Beckingham in a case where a number of people had died following an outbreak of legionella. Lawyer Kathryn Gilbertson acted for the defendant, and helped *Workplace Law Magazine* readers understand the risks they faced if their competence were to be questioned.

Kathryn Gilbertson

"Workplace Law used to run a series of conferences which would be very well attended, and had very slick graphics and great use of IT which, at the time was quite revolutionary I suppose. Being able to pull in delegates from very well-known organisations for a company of its size was quite phenomenal, and it was always so very well received."

"It was a lovely atmosphere at those conferences and we enjoyed helping and participating in those."

"I always admired the sheer enthusiasm of the company – having an interest in something that can be quite dull! Many people find regulation and compliance challenging and boring but there was this boundless energy and the mindset of making a tedious subject user-friendly."



What was going on from ... 2006–2007



Pluto is downgraded from a planet to a dwarf planet by the International Astronomical Union

65 miners trapped underground after an explosion in a mine in Nueva Rosita, Mexico

The one billionth song is purchased from Apple iTunes



North Korea declares it has carried out its first test of a nuclear weapon, becoming the world's ninth Nuclear Power



Corporate Manslaughter Act introduced in the UK

Apple introduces the iPhone

New Wembley Stadium opened



The Final Harry Potter book is published – *Harry Potter and the Deathly Hallows*

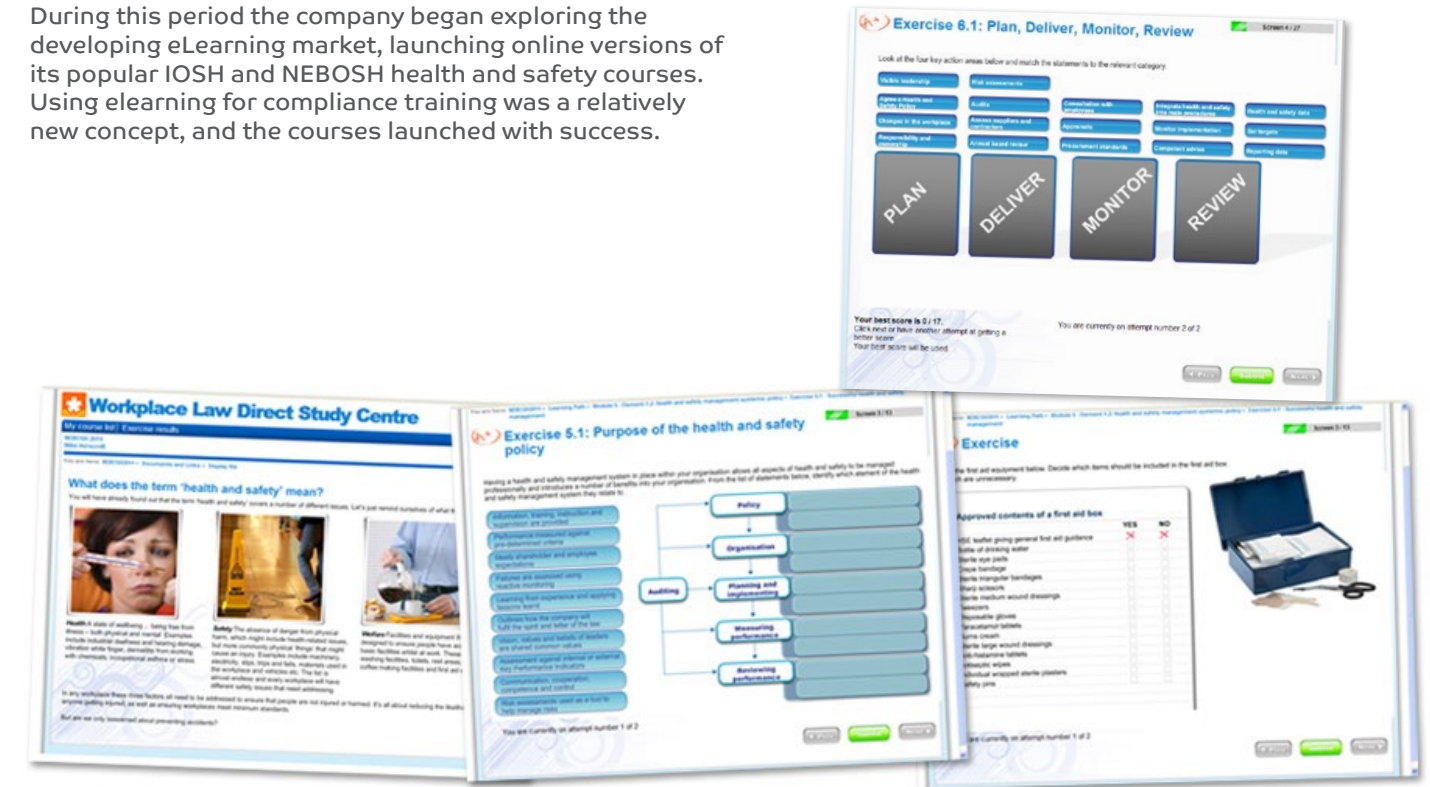


In 2009 the company's new purpose-built executive centre in Clerkenwell, London was opened by Dorothy Purdew OBE. The fit-out was a further example of Workplace Law's confidence in its ability to innovate, at a time when the global economy was coming under pressure.

Those same skills were brought to bear when some of the company's staff decided to make their own training film for a NEBOSH course from scratch, because they weren't happy with the ones on the market.



During this period the company began exploring the developing eLearning market, launching online versions of its popular IOSH and NEBOSH health and safety courses. Using elearning for compliance training was a relatively new concept, and the courses launched with success.



What was going on from ... 2008–2009

Fidel Castro steps down as President of Cuba after almost 50 years in power

The US Government gives the OK to the production and marketing of foods derived from cloned animals



Michael Jackson dies

The World Health Organization declares H1N1 influenza strain, commonly referred to as 'swine flu', as a global pandemic

Barack Obama is inaugurated as the 44th President of the United States



The International Workplace Executive Centre (IWEC) opens



In 2011 we entered the Elearning Age awards (now known as the Learning Technologies Awards) for the first time, and were thrilled to be shortlisted for two of our biggest eLearning courses. David may have regretted participating in ‘Movember’ when he picked up the silver award for ‘Best online distance learning programme’, which we won for our IEMA-accredited environmental elearning course.

Kate Gardner joined the company more than ten years ago, having previously worked for a client. During that time she’s done everything from develop and deliver training courses and consultancy projects, through to specifying and managing the fit-out of the company’s London executive centre.

Kate Gardner

“I was originally a client of Workplace Law. David came in and did a pitch and then asked me to come in for a meeting. I got offered a job at the end of it! Now, I’m doing much more customer-facing, customer support work than when I started, as well as tutoring in both IOSH and NEBOSH course programmes.

“Up until I came to work for International Workplace I’d only ever worked for large, international organisations where it was very formulaic, with lots of management layers. So you fitted into an area and it was difficult to move up or down. Moving to International Workplace, I found a management team who were really open. We were a small business that wanted to grow, we wanted to develop, and it was all about a team working together. It’s that kind of ethos that’s kept me here all this time. It seems a real cliché, but it is that respect for individuals and the fact that if you’ve got an idea, you’re free to go ahead and give it a try.

“A lot of it is honesty. David’s honesty and his integrity is part of the reason why I’m still here. I like that approach to the way we do business. The biggest change has been the move away from it being focused on publishing and getting out information, to actually being a training organisation.”



What was going on from ... **2010–2011**



BP Deepwater Horizon Oil Spill Disaster in the Gulf of Mexico

Apple releases the iPad taking the new technology of touch screen computing to new levels

The world’s tallest building, Burj Khalifa 2,716ft high with 160 floors, opens in Dubai



The Royal Wedding between Kate Middleton and Prince William takes place

We won a Silver Award in the Elearning Age Awards in the ‘Best online distance learning programme’ category

Nuclear disaster in Fukushima, Japan, following a major earthquake and 15-metre tsunami



Amy Winehouse dies



International Workplace has six values that it applies to everything it does – Excellence, Teamwork, Challenge, Enjoyment, Trust and Citizenship. We take all of these values very seriously, and throughout the company's history have been very proud of our charitable activities, and connections to the local community. Over the years we've raised thousands of pounds for charities that mean something personally to our staff, and had a lot of fun along the way!



What was going on from ... 2012–2013



The Summer Olympics are held in London

Boston Marathon bombings

Neil Armstrong, the first man on the moon, dies at 82



A garment factory in Bangladesh collapses, killing 1,127 people

Austrian Felix Baumgartner becomes the first person to break the sound barrier without mechanical assistance when he jumps over New Mexico

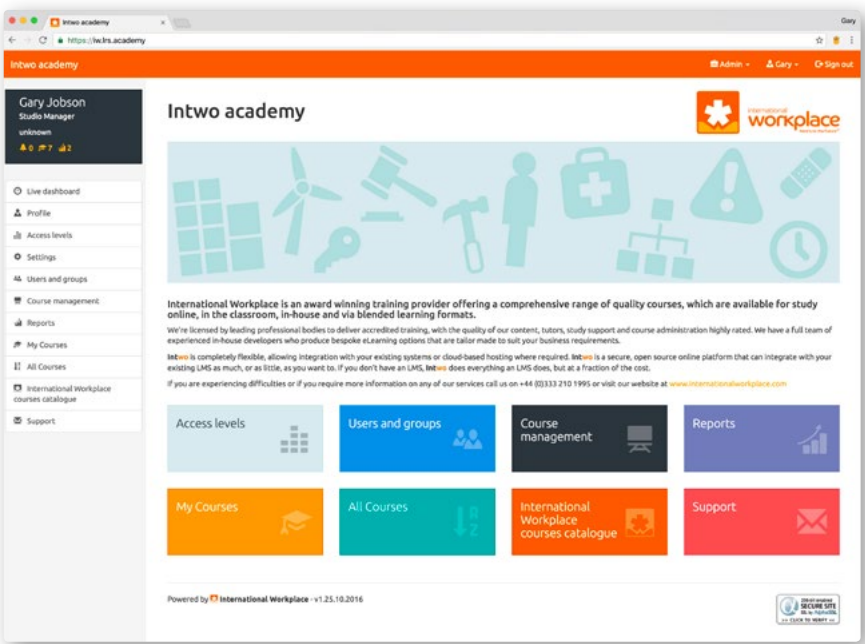
Workplace Law Shortlisted for Elearning Company of the Year

US President Barack Obama is re-elected for a second term

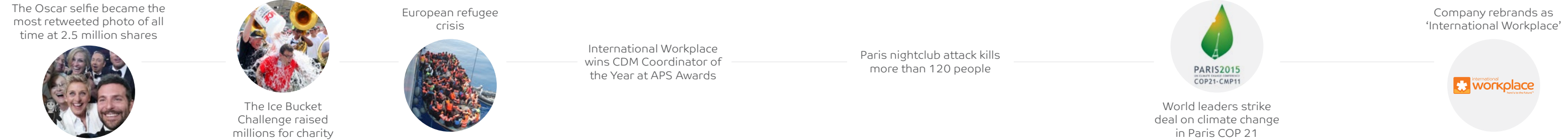
In 2014 the company re-branded again, this time as International Workplace, and with a remit to develop a technology platform to deliver learning and development programmes to clients operating in global markets.

It was an ambitious next step that was in fact a natural extension of the company’s vision: that life for its clients was no longer just about compliance, and that companies who don’t embrace technology will die, sooner or later.

This period saw us expanding our elearning portfolio, and developing our own Learning Management System, or LMS, which allows our learners to access their learning all in one place, from any device, any time, and track their progress, and that of their teams.



What was going on from ... 2014–2015

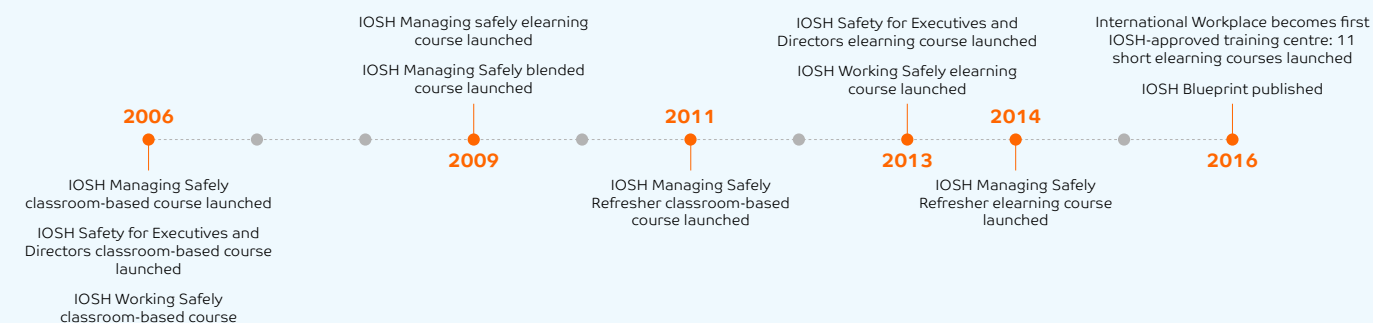




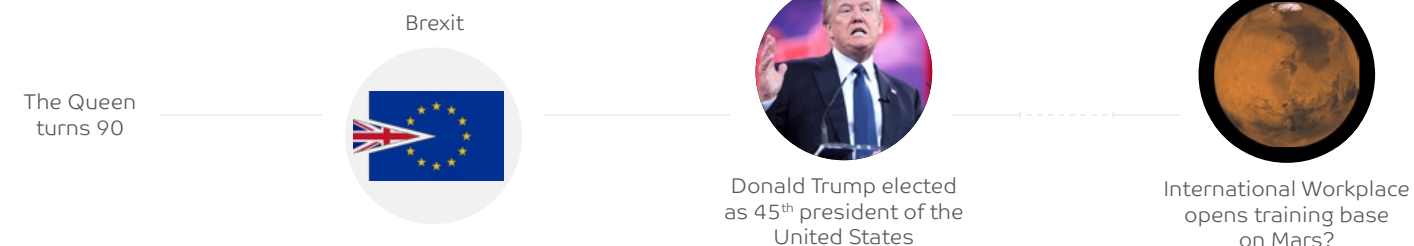
International Workplace's partnership with IOSH – the Institution of Occupational Safety and Health – goes back a long way, and we're proud to offer a whole portfolio of accredited health and safety courses through Europe's leading body for individuals with a professional involvement in occupational safety and health.

In 2016 we became the first training provider to launch 11 IOSH-approved short courses via eLearning, further strengthening our relationship with the Institute, and cementing our place as a leading health and safety training provider.

Our IOSH timeline



What was going on from ... 2016 and beyond!



Corporate pens have proved a vital way of communicating International Workplace's brand and messaging over the years. The 'do not microwave' pen was the most popular, prompting an ongoing discussion with our customers about the purpose and importance of health and safety messages. What will our pens look like in the future ... ?



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