Managing technological change: EverSmart Washroom

The new insights derived from Smart Building deployments can be transformational but there is a learning curve. Microshare has amassed a store of information on the kinds of issues that can arise when sensors suddenly appear on walls or ceilings, and on the kind of change management and messaging that can help staff, customers or tenants to understand the goals and benefits of the new technology.

Common issues with new deployments

- **Sensors mistaken for cameras:** Without proper advanced messaging, people can mistake sensors for cameras. This is particularly sensitive in washrooms, locker rooms or workspaces.

- **'Sensors are tracking individuals:'** In fact, none of Microshare's sensors track Personally Identifiable Information (PII), instead relying on anonymized data. Microshare does not use digital imaging equipment.

- **'Big Brother' concerns spurs vandalism:** Whether through resentment or misunderstanding, staff or customers unaware of the goals and nature of the sensors may rip them off the wall or dispose of them.

- **Battery issues:** In a small number of instances, sensors can experience early battery failure. The incidence of such issues has is less than 2 percent.

'Early in the process, we engaged with our HR and internal communications colleagues to be sure that staff, labor representatives and the public understood the nature and the goals behind our Smart Building deployments.'

- *Head of Strategic Space,*
  Royal Holloway University

Messaging and inclusion: Getting ahead of the issues

Working with some of the world's largest brands and institutions, Microshare has first-hand experience in addressing the questions, concerns and objections that may be raised in Smart Building deployments.

Here are some lessons learned:

- **Express a vision for change**: It is important to articulate to staff and other occupants an overarching vision that the new technologies will bring in terms of productivity and job satisfaction; occupant comfort and safety and sustainability;

- **Demonstrating Impact**: Providing clear evidence of the benefits accruing from the new data streams, and seeking quick wins early, all while providing clear channels for feedback from staff other stakeholders.

- **Get ahead of the message**: Through internal communications channels like newsletters, email or physical bulletin boards, make sure to be inclusive in broadcasting the benign intentions of the deployment to key stakeholders. In some cases, a news release may also make sense to help frame goals publicly rather than leave it to media.

Additional reading on change management from Microshare

Forbes

FORBES | LEADERSHIP

Fighting The 'Big Brother' Fallacy In Workplace Tech

Michael Moran Forbes Councils Member
Forbes Communications Council
COUNCIL POST | Membership (Fee-Based)

Oct 3, 2022, 07:30am EDT

Michael Moran, author and award-winning documentarian, is Chief Marketing, Risk & Sustainability Officer at Microshare, Inc.

With the world taking another crack at a "return to work" this autumn, a spate of stories have appeared warning of a byproduct of the global pandemic: A reset of societal norms when it comes to privacy expectations in the workplace. In recent weeks, everyone

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5 Unspoken Problems with Smart Buildings
Overcoming sensor overload

Microshare thought leadership

5 Unspoken Problems with Smart Buildings

Managing Change: Best Practices

Large Facility IoT Data Deployments

Managing Change: Best Practice in Large Facility IoT Data Deployments

Managing Staff and Tenant Concerns in IoT Deployments

Best Practice in Messaging and Risk Management in the Post-Covid-19 Business Environment