

Who Can Work From a Co-working Space - Why You Should Try it



A conducive work environment can be the determinant of how productive a day turns out to be. For individuals who have a high level of self-discipline and are not tempted to get something to snack on every 30 minutes or nap intermittently while working from home, getting an office away from home is usually the way to go. If not for anything, you get to leave the house to “work” and hopefully the formality of that translates to getting more tasks completed.

Why Co-Working is a Great Idea

Starting up a business or working as a freelancer/entrepreneur comes with a lot of responsibilities and challenges. Adding the cost of renting/buying and maintaining an office might be a lot to chew at the early stage of a business, or it might just be too much hassle for the kind of job you do.

That's where flexible office spaces come in. Co-working spaces allow private individuals and businesses to work in an organized business environment. Most of them try to exude a business-casual mood. It's comfortable enough to make you feel right at home and formal enough to make you want to buckle up and get some work done.

Who Can Use a Co-Working Space?

Startups

Sometimes, investing in a permanent office space might be a lot to handle from the get-go. Co-working spaces are a go-to for startups who do not have the finances for a permanent site or are not at that point in their plans yet. They allow startups to focus on getting their businesses off the ground.

Most shared workspaces have packages that allow companies to pay for a section that would be good enough for all their staff to work in. Big organizations with a considerable number of employees sometimes occupy a whole building.

Remote Workers/Freelancers

Remote workers are sometimes full-time workers who have 9-5 jobs.

Many remote and freelance workers opt for the flexibility and professional ambiance a co-working space provides.

Large Scale Corporations/Enterprises

Co-working spaces are convenient and do not require so much time to set up. This is why many large-scale corporations have become valuable patrons of ready-to-use office spaces.

They also offer flexibility to conglomerates who want to set up a base in a new region or expand their reach within a state. Microsoft was the first big corporation to make use of flexible workspaces in 2016. Right now, companies like IBM, Facebook, Ernst & Young, and Shell Global have offices all over the world that are housed in flexible office spaces.

Entrepreneurs

Like freelancers, entrepreneurs opt for the freedom and flexibility co-working spaces offer. Business owners that require privacy or constant one-on-one meetings with clients can go for a package that leaves them with an office to themselves.

Small Businesses

Organizations with a small staff can get a shared workspace that suits their business needs. This enables them to maximize their time and resources, which translates to faster business growth.

Services Offered by Co-Working Spaces

Work stations (different packages that see to various organizational and budgetary requirements)

Boardrooms

Virtual Offices

High-Speed internet

Other services include receptionist, mail delivery, printing, and access to the kitchenette.

Benefits of Co-Working

Motivation

Left to their own devices, a lot of people will not get much done, but that might change when you are in an environment that's vibrating with passion and hard work.

Everybody in a shared workspace has one thing in common; a desire to get work done. You can feed off the drive of other people. It's basic psychology like how you feel like yawning after seeing someone else yawn.

Networking

Flexible offices are packed full of professionals in different fields who possess various levels of expertise. You get to meet people that might be of great value to your business or even your personal life.

Some co-working spaces even organize programs aimed at facilitating networking among patrons.

Formality

This has nothing to do with suits and button-up shirts. For people who like to work in an "office" rather than working from home in their PJs, shared offices give you somewhere to go to every other day.

Also, you get a professional-looking office where you can have your meetings, whether virtual or in person.

Cost-Effective

Shared workspaces offer distinct packages so you can choose whichever plan appeals to your budget and needs. You also save capital that would have been spent on paying auxiliary staff and maintaining a functional office. This allows you to focus solely on the important aspects of running a successful business.

Community

The word co-working was first used by author and entrepreneur Bernie De Koven in 1995. He described it as "working together as equals." Being a lone wolf is not always fun and flexible workspaces allow you to be part of a community of professionals.

This feeling of kinship drives productivity.

What to Consider While Choosing a Co-working Space

Distance

Working far away from home is not only a time sink, but it can also demotivate you.

Using a workspace close to your neighborhood would be a lot more convenient than one that involves spending time repeatedly staring at the bumper of vehicles while waiting for the traffic light to turn green. So while hunting for a workspace, choose one that is within a reasonable distance from your home.

Needs vs. Services

Depending on the business you run, you need to pick a service provider that addresses your needs and requirements.

A nice boardroom might be the defining factor for some and the availability of an outdoor work area might be it for another person. Take an inventory of your business needs and select a co-working space that meets those requirements.

Some co-working spaces are open round the clock and others work during regular office hours. So, this is something you should consider if you are more productive at night.

Pricing

Cost is a primary player in business decisions. You know your budget and there are a variety of co-working spaces out there. So, select one that suits your needs and doesn't drive your business into bankruptcy.

Environment/Ambiance and layout

People work better in different environments. You know what works for you or the aura your business is trying to convey. Pick a space you feel the most comfortable in.