



ALMATRENDS®  
SET THE PACE

**LIFESTYLE**  
CO-WORKING



## CO-WORKING

A WORKING CULTURE BASED ON COLLABORATION

POR SIL ALMADA



HTTP://WWW.HUFFINGTONPOST.CA

**According to a recent study by the Wharton School of Business of the University of Pennsylvania, employees that perceive a certain “mood” of work, within the culture of collaboration, reported higher levels of satisfaction in team work; which led to a better work performance.**

The advantage of a culture of collaboration generates that employees demonstrate cooperation, within a framework of gratitude and affection with team members. This, in turn, generates satisfaction and a greater commitment in the organization at work.

However, before applying tools that collaborate with better performance and smoother communication, to help employees work and communicate closely with one another, the companies have to develop an implementation strategy that can drive a pleasant working environment. Likewise, the trend of culture of co-working, not only occurs in organizations but tends to expand in the market of entrepreneurs.

A report by Collares Internacional revealed that the value of the rent of an office in Buenos Aires is around US \$ 20/m<sup>2</sup> and US \$ 24.1/m<sup>2</sup>. In addition, the sum of value for the basic equipment for that space reaches more than \$ 6,000 / m<sup>2</sup>. The data belong to the first quarter of this year.(1)

*Sharing the same work space creates synergies, encourages creativity and collaboration.*

In Argentina, about 200,000 people work independently. According to the platform Freelancer.com, the figure amounts to 19 million worldwide, accuating that the “freelancers” usually live in large cities. Greater Buenos Aires (35%), City of Buenos Aires (15%), Córdoba (12%) and Rosario (7%). And in the interior of the country, mainly in Mar del Plata, La Plata, Santa Fe, Mendoza, Tandil and Bahía Blanca. (2)

To promote a pleasant working environment there are certain internal behaviors, that in the language of co-working contribute to the team work, to a better synergy, projects and creative ventures.

The construction of this climate generates an increase in creativity and in the design. A value of the Argentine DNA that generates a force of more committed work. This increases moral and helps attract and retain the best talents.

(1) - Índice Contract / (2) - www.ambito.com



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