

## Why Gen Z Loves Co-working

As a business owner, you may be wondering if coworking is the right solution for your Gen Z employees. Co-working offers many benefits that can appeal to this generation of workers, such as convenience, flexibility, and collaboration opportunities.

Co-working is the current trend of working independently, usually in a shared office space. The flexibility and freedom that comes with co-working is appealing to many employees, but Gen Z employees are looking for something different. They want a traditional work environment with set hours and a defined work/life balance. They value face-to-face interactions and believe that working remotely can be isolating. Coworking spaces may have private offices and meeting rooms, but they can also be noisy and distracting.

Co-working spaces are designed to promote collaboration and networking, and they offer a variety of amenities that make them appealing to Gen Z<sup>1</sup>. For example, coworking spaces often have open work areas, event spaces, and lounges that encourage people to interact with one another. In addition, co-working spaces are typically located in vibrant, urban areas that are full of things to do and see.

Co-working is not just for millennials. <sup>2</sup>A new generation of workers is now entering the workforce, and they are looking for different things from their employers. They want to be able to work with people who have a wealth of knowledge and experience. By bringing together employees from different generations, co-working spaces provide a unique opportunity for intergenerational learning.

In today's economy, employers are often looking for ways to cut costs, and co-working spaces offer a more affordable alternative to traditional office space. Co-working spaces can also be a great way to network and connect with other professionals in your field. As the co-working movement continues to grow, it's important for employers to consider the benefits that co-working spaces can offer their employees.

*LinkedIn, 17 September 2022*

---

<sup>1</sup> Gen Z : people born between 1997 and 2010

<sup>2</sup> Millennials : people born between 1984 and 1996