Introduction - The Philosophy of coworking and the role of the community manager & Associated staff

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CoLabora

The European Agricultural Fund for Rural Development: Europe investing in rural areas

LEADER

Course Overview

- Understand the Values Associated with Coworking/Role of the Community builder and staff in a coworking environment (Module 1)
- Membership Management - Tools to help you create and promote the community and the space (Module 2)
- Animation of the Community - Tools to facilitate interactions between the community and to encourage collaborations and connections (Module 3)
- Space Management (Best Practice) (Module 4)
- Animation of the Territory (mOdule 4)

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By the end of this session you will have had the opportunity to:

- Understand the meaning of the sharing economy and the philosophy of coworking
- Explore the Objectives of a community manager & associated staff
- Understand the Skills, knowledge & Experience required to carry out this role.

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What do we mean by the sharing economy?
Have a listen

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Work together in pairs and consider this question
So how does the sharing economy relate to coworking?

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So how does this relate to coworking?
Feedback

Sharing of costs, resources, ideas, knowledge

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Background to the Rise of Coworking

- Origins –San Francisco –2005
- Drivers of this growth – Any ideas?

- Economic crash 2008,Technological Changes, Lifestyle changes, dispersed working community – fragmentation of work and outsourcing of non-core activities

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Group Work

Let's hear from a coworking space – the hub australia

Consider when listening

What benefits did the coworkers get from working there?

Can you Pick out any key values of a coworking space?

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https://vimeo.com/57896860

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Group Work – Take 2 Mins together

What benefits did the coworkers get from working there? Can you Pick out any key values of a coworking space?

Group feedback - Benefits
Group Feedback - Values

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Benefits

❖ Sharing (Resources , Knowledge, Ideas)

❖ Connections & collaborations

❖ innovation – What is innovation?

It doesn't have to be rocket science – just a new way of doing things.

❖ Values – Community, Openness, Support, Trust

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Distinctive Features that makes coworking Different (Philosophy/Values of coworking) Coworking wiki 2012

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N0.1 Community

Sharing of resources, social, closeness, common culture
This can create further possibilities

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No.2 collaboration

Possibly leading to innovation

NO.3 Sustainability

- Environmental,
- Economic
- social well being (today and tomorrow)

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NO.4 openness

Trust is vital

A culture of giving and receiving

This in turn leads to knowledge exchange, collaboration and Innovation

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No.5 Accessibility

Space easy to find

Easy in and easy out leases

flexible desk arrangements and flexible pricing options

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Value 1 Community

What are coworkers looking for? This can be Summed up in 1 word = community
So what is community?
Group work – Work together to try and come up with your thoughts on what makes a community?

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Group work feedback
So what is community?

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Community

Heterogeneous (Mixed and diverse group of people)

+ The Informal relations and connections amongst them.

+ Increasingly the sharing of standards and values

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Group work
VAlue 2 Collaboration

Work with a partner and consider what collaboration means to you.

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VAlue 2 Collaboration -(Spinuzzi et al.2019)

- Social connections
- Sharing of knowledge, information and ideas
- Accelerated serendipity (coworking)
- Can Lead to innovation

Overall in coworking collaborative communities means an openness to networking and sharing of potential projects, clients, contacts,connections

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Collaborative communities

Have a listen –

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Criteria for distinguishing a collaborative Community (Spinuzzi et al.2019)

- structure
- Nature of coworking managers relationship
- Nature of coworker-coworker relationship

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Criteria for distinguishing a collaborative coworking Community (Spinuzzi et al.2019)

- **STRUCTURE** - The contributors of knowledge benefit proportionately to the givers of knowledge

What do we mean by this?

Criteria for distinguishing a collaborative coworking Community

- Nature of coworking managers relationship (This will be looked at in more detail in module 4)
  - coworking manager tasked with enforcing rules.
  - Maslow's hierarchy of trust - coworkers trust them to meet their needs. I trust you to have coffee in coffee machine, the printer and wifi working, clean facility. I trust you to provide a secure environment so my stuff does not get stolen.

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Criteria for distinguishing a collaborative coworking Community

Nature of coworker-coworker relationship

- Values – common orientation towards a problem outside the space – eg supporting women in the workplace, providing rural employment in deprived areas. Etc.
- Trust – Before you can share you must trust.
- Social – Orientation towards others

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To Sum UP - Have a listen.
https://www.youtube.com/watch?v=bA_UU6__Myc

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So how does collaboration happen ?
is proximity sufficient ?
Work together for 2 mins to discuss

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Feedback

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Roles of space manager and staff is crucial to facilitating collaboration amongst the coworkers (Also known as animating the community) (module 3)

- Essential to Know a coworkers background and work experience and their mutual interests
- Organise events to encourage interactions
- Provide introductions
- Provide information regarding potential suppliers and customers from within the network

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Other methods to ensure collaboration happens (we will look at this in Module 4)

- Create areas where interactions can happen
  - around the coffee machine (only have 1 place to have tea, coffee and lunch- this is very important)
  - Around the printer (only have 1 printer)
  - Set lunch hours for meeting up and chatting. Disencourage eating at desks.
- Space layout - create areas of collision
- Coworker profile board - at reception
- Project walls to showcase their work to encourage others to see what they do

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Members will then begin to feel empowered to generate encounters and opportunities for collaboration for mutual benefit.

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Collaborative communities

Any Comments or questions ?

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Value No.5 Sustainability -3 Types (Juha Heikkilä -Sustainable rural coworking Northern Finland)

- Environmental
  - There are Coworking spaces dedicated to this
    https://greencoworking.tumblr.com/
- Economic
- Social Well being

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Environmental Sustainability - Group work - Work in pairs

Think of things that can be done to improve the environmental impact of a space

- By your centre
- By the coworkers & their actions
- Think of sustainable style Business models that may operate within the space

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environmental Sustainability -Feedback -what can we do as a centre?

- Use local services / local shops
- Purchase environmentally friendly products
- Solar panels /Geothermal heating
- Bike racks
- We lead by example - ensure Recycling bins provided - boxes flat packed to create space - ensure staff are using them - lead by example
- Work locally / share resources
- As a worker all other points that apply to coworkers

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Sustainability -Feedback -Environmental impact - What can the coworkers do?
- Live near your work space. Cycle or walk to work.
- Energy optimisation settings on their computer
- Lights off leaving empty room
- reduce , reuse, recycle
- Keep things digital
- Print both sides

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Sustainability -Feedback -Environmentally Sustainable businesses models

- Projects - fair-trade /Eco-fashion eg Watt Else https://vimeo.com/54841050
- micro-finance for the poor
- inclusive education
- zero-waste supply chains
- peer-to-peer crowdsourcing models

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Sustainability

- environmental
- **Economic**
- Social Well being

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Economic Sustainability

- Of the local region by retaining jobs
- Cheapest way to work –sharing of high cost office equipment /business opportunities
- Increase in productivity
- Shared reception

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Sustainability -

- environmental -
- Economic
- Social Well being

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Social Sustainability

- Combats against social isolation – sense of community

  All coworking values have social aspect to them.

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Asssessment No.1

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Work in groups - Why do people choose to cowork?

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Feedback

Work in groups - come up with a list as to Why do people choose coworking spaces?
- Sharing - rent don't buy (printers etc) - lower cost
- Social Aspect -working from home is lonely
- More productive work
- Knowledge gain
- Peer feedback and support
- Networking
- New ideas (innovation)

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By the end of this session you will have had the opportunity to:

- Understand the philosophy of coworking
- Explore the Objectives of a community manager & associated staff
- Understand the Skills, knowledge & Experience required to carry out this role.

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Who can tell me What distinguishes coworking from a shared office space ? Community

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Successfully companies that have started in coworking spaces

https://www.coworkingresources.org/blog/successful-companies-that-started-in-coworking-spaces

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Group work
What do you think are the main challenges in creating & running a coworking space?

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Group Feedback

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Group work

What do you think are the main challenges in creating & running a coworking space?

- Finding the community (Module 2)
- Promoting the coworkers (Module 2
- Animating the community to encourage networking and collaboration (Module 3)
- Meeting their needs – eg Noise – Headphones, quite and collaborative zones, phone booths, (Module 4 Best Practice)

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This brings us to the role of the community manager and associated staff – Handout JOb Specification

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Group work
What are the overriding Goals of a community manager?

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Group Feedback

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This brings us to the role of the community manager and associated staff

- Membership management
- Community Building
- Support management

3 IMPORTANT OBJECTIVES OF A COMMUNITY MANAGER

1 | Membership Management (Module 2)

A. Create the Community and promote the Space
B. Promote the Community

2 | Community Building (Module 3)

1. Manage the Mix of members – How?
2. Physical Strategies to encourage interactions
3. Role of Community manager and staff in encouraging interactions
4. Community Communications

3 | Support Management(Module 4)

1.Space Management – Best Practice.

2. Facilities Management

Module 4 – We will also look at Animation of Territory at this stage.

Work in groups - Think of things that could be done to create the community of coworkers and promote the space

Group Feedback

1. Membership Management – Create the Community and Promote the Space

1 A | Create the Community/Promote the Space

- Social Media & Digital Marketing Campaigns – Create followers
- Open Days – Weekly. Visit the space talk to the members
- Creating a sense of place and culture that appeals to target group.

1 A | Create the Community/Promote the Space

- Outreach- Job Fairs
- Platforms such as nomadlist.com, compass,grow remote, etc.
- Jobs Boards/Jobs Listings eg www.europeremotely.com, www.nodeskdesk.com

1 A | Create the Community/Promote the Space

- Testimonials from Coworkers and business
- Regular activities & use of the space for free by certain groups such as solicitors/accountants/Women in Business etc.

1. Membership Management – Create the Community and Promote the Space

1A	Create the Community/Promote the Space
•	Social media insights –find out who is talking and why?
•	Referrals analysis – Discover which methods are the most effective.

1A	Create the Community/Promote the Space
•	Flyers and leaflets distributed in all relevant places
•	Managing community platforms & communications
•	Municipal Bulletins

1A	Create the Community/Promote the Space
•	Events and conferences with well known guest speakers to draw in people.
•	Invite key influencers onto the board

1. Membership Management - Create the Community and Promote the Space

1 A	Create the Community/Promote the Space

- Blogs & regular content creation for editorials, press releases
- Famous person "Be the Face/Ambassador" of the community.
- Video promotion on social media of coworkers/companies describing the benefits

1. Membership Management - Promote the community within the space

1 B	Promote the Community

- Internal community networking -promote to each other
- Voucher Books - Discounts for using members services
- Product launches of members (this also helps promote the space)

1 B	Promote the Community

- Social Media Campaigns
- Video profiles of coworkers/companies stating benefits of coworking
- Worker Profile boards in the lobby of the building

1 C	Promote the Community

- Company/member profiles completed and uploaded on the website
- Competitions & funding awards

1. Membership Management - Promote the community within the space

1B	Promote the Community
	• Free Use of Space Certain Business to use the space for free eg Accountants/Solicitors/Women in Business, Other Business groups

Promote the Community

- Press release/PR -good news stories about members eg unemployed to owning own business/major contracts
- Have a journalist in the space
- Members to organise community events, talks and training

Group Work – 5 Mins – What can you do to enhance and facilitate interactions amongst members ?

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Group Feedback

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2. Community Building (Module 2)

2 A	Managing the Mix
	• Onboarding Procedures • Diversity

2 B	Physical Design
	Design as a facilitator of interactions Project board/Profile Wall and other tools to discover who people are and what they do.

2 C	Management as a connector
	• Visible Management • Connect members to each other and to externals. • Promoter of both formal and informal networking events • Organising Education and Training Events

2. Community Building (MOdule 2) ..continued

| 2 | Community |
| D | Communications |

- Chalk board with event listing
- Use of blackboard paint (backs of toilet doors etc to communicate important messages)
- Community Newsletter
- Mailchimp and Slack management
- CRM System

Can you think of important things you need to do as a caretaker (facilities manager) on a day to day basis?

3.Service management

3 B	Facilities Management

- Maslow's Hierarchy of Trust

    Always ensure coffee in machine, Wifi working, etc. Basic needs met.

3 C	Support Management other key tasks

- Creator and enforcer of ethics charter/House Rules/Code of Conduct
- Pricing Strategies
- Legal agreements/Leases
- Credit Control
- Top Tips

Group Work
What do you think are the essential skills required for this job? Consider your own role as a manager, caretaker, support staff, community builder?

What are the necessary skills, Qualities, knowledge and Experience for this role?

Important Skills – People, communication, sales & marketing, Business

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SKILLS

1	People Skills
	• People & Mediation Skills – correct tone, empathy with coworkers

2	Communication Skills
	• Creative with good ability to create engaging content and tell a story • Good command of native language (Grammer) • Ability to amplify members qualities and profiles

3	Communication Skills
	• Good presentation and pitching skills • Ability to use communication tools such as slack • Observational skills and good attention to detail

What skills does a community builder need?

4	Sales, Marketing Skills

- Sales & Marketing Skills both digital and offline.
- Content Management skills websites
- Knowledge of facebook advertising/insights

5	Sales, Marketing Skills

- Social Media - Ability to use different platforms.
- Event Management Skills
- Graphic design- tools such as InDesign for simple edits/Poster creation etc

6	Business & Financial Skills

- Financial skills
- Planning & Organisational skills
- Good Business Acumen - Developing a Vision & Responding to needs

KNOWLEDGE & EXPERIENCE OF A COMMUNITY BUILDER

1 | Knowledge & Experience

- Local knowledge of business & territory –know where your clients might be found.
- Knowledge of the local economy and the social and demographic make-up.

2 | Knowledge & Experience

- Professional experience working with business
- Entrepreneurial Experience
- Knowledge of funding streams & business sector supports

3 | Knowledge & Experience

- Hospitality experience or other customer service experience – present the right persona
- Knowledge of members needs

KNOWLEDGE & EXPERIENCE OF A COMMUNITY BUILDER

4	Knowledge & Experience

- Knowledge of the coworking environment and other coworking spaces
- Experience of running vibrant & engaging events

5	Knowledge & Experience

- Management and Financial Experience
- Sales & Marketing
- PR experience
- Communications
- Working with Teams

6	Knowledge & Experience

- Public Speaking and presentation experience
- Facilities management if relevant
- Health & Safety
- Psychology!

KNOWLEDGE & EXPERIENCE OF A COMMUNITY BUILDER

7	Knowledge & Experience

- Ability to "Close the Sale"
- A good general knowledge of the business world

8	Knowledge & Experience

- Previous event management experience

9	Knowledge & Experience

- Experience managing social media accounts – facebook, instagram, twitter, linkedin
- To be already present on various social media platforms

Group Work – What are the qualities required for the job? Consider your own role within the space

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Qualities - Group Feedback

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Qualities of a community builder

1	Qualities
	• Social & Personable • Sense of fun and fairness • Detail Oriented • Customer orientated, consistent and diplomatic. • Calm, Supportive & Encouraging

2	Qualities
	• Trustworthy and ability to gain people's trust. • Positive & Optimistic. • Good Facilitator • Credible. Walk the talk. • Dynamic • Consistent • Autonomy

3	Qualities
	• Empathetic • Flexible & open-minded • Outgoing & Confident • Authentic Leadership Traits – Genuine.

Qualities of a community builder

4	Qualities
	• Creative • A Wordsmith! • Good master of language • Curious and Eager to learn and awareness – keep up to date with all things coworking

5	Qualities
	• Quirky/Off The Wall • Detail oriented and accurate • Responsible

So do you have what it takes to run a coworking space?
Any questions?
Evaluation forms to be completed before you go.
Thanks for listening

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Further reading and referencing

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Further reading and referencing - handout

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