

A Modern Look at the Gig-economy

Today nearly one in three Americans are independent workers, and by 2020, experts [report](#) that 7.8% of the workforce will be made of freelancers or contractors.

These workers make up what is called the [gig-economy](#) – a free market system in which temporary positions are common and organizations contract with independent workers for short-term engagements.

Fast-growing businesses in this new gig-economy are juggling the work environment needs of two different workers – full-time employees and independent contractors. And that's why many executives are making the move to a new type of work environment called agile HQ workspaces.

At its core, an agile HQ workspace is a company's brick-and-mortar location with cowork-like design features and convenience, but without the financial commitment to a traditional five-year lease. These modern workspaces provide the same perks, like open-lounge areas, modern shared workspaces, and other areas employees feel most productive. Plus, agile HQ workspaces give business executive short-lease term options so their companies can level up to a new space as their team needs change.

"That was the most attractive thing for us, that idea that hey we're 12 to 15 people and, looking out 12 months, we could be 20 people or we could be 60 people," Chris Peifer, CEO of [hOp](#) said. "Certainly, that makes signing something for five years pretty challenging, but the idea that you could potentially modify as you go, that you can decide to opt in to have things furnished for you or arranged for you, lets you focus on your core, which is where you need to be and what your investors want you to be doing."

Is a short-term, turnkey HQ workspace right for your business? Let's breakdown the advantages and disadvantages of a traditional lease, a coworking environment, and a Swivel Space.

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Reasons agile HQ workspaces are built for growing businesses



Costs

Most Agile HQ workspaces provide leases from 1-3 years. Additionally, you can design the layout of these private, flexible spaces before move-in day.



Branding

Bring the brand to life with your company's logo, colors, and other branding elements to create a great customer interaction.



Growth

Agile HQ workspaces give you the flexibility of a shared workspace plus the ability to scale your team as the business grows.



Customizable Space

Unlike coworking spaces, you can customize an agile HQ workspaces with modern furniture, open lounge spaces, and other areas your workers are most productive.



Personal, private workspace

Give employees their own personal space in a private HQ workspace. Allow employees the chance to create their own personal work zones within a modern, collaborative work environment.



Culture

With competition at an all time high for talent, create a space that attracts and retains these workers. Plus, allow your workspace to foster the culture you want to build that showcases your company's values.

Swivel

Swivel is a workspace network that connects growing companies directly to landlords and service providers for their next HQ workspace.