



## Is Home-Office the Future?

### Home-Office for routine work?

There may be routine chores that can be done just as well at home alone as in the office. Of course, in these cases too, one should not forget that working in a shared office certainly also has a social and identity-forming component.

But I am convinced that digitization will also make a lot of this routine work go away

### Creativity without interaction?

The future belongs to the creatives, the developers, the entrepreneurs, those who can also think disruptively.

I am convinced that the more abstract our work becomes and the more individualized our society becomes through digitization; the more valuable communities and direct communication will become.

But it's not just about the social component; I still believe that a spontaneous and direct exchange promotes connected thinking and that a healthy social environment increases productivity.

### The social factor

I am convinced that the most successful companies will be those who attract the best minds and offer them the appropriate social environment in well-equipped office landscapes in which they can push each other to peak performance with like-minded people.

For me, working from an home office ha the same level as working from home in the pre-industrial era, before people realized that working in a factory is more productive..

Your contact:



Mag. Siegbert Nagl  
StB, UB, VB

0664 43 56 296  
[siegbert.nagl@gmx.at](mailto:siegbert.nagl@gmx.at)

[www.siegbert-nagl.com](http://www.siegbert-nagl.com)

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