

# Squiggly Careers PodSheets



## How to work your 'weak' ties

### The strength of 'weak' ties

If strong ties are people that know you well and support or sponsor you in some way, 'weak' ties are casual contacts that you are connected to you by a common interest.



**'Weak' ties are invaluable for learning, growing and creating new career possibilities.**

### How have you developed your 'weak' ties in the past?

### 3 ways 'weak' ties can help you in your career

- Weak' ties can help build bridges to new networks and opportunities.
- 'Weak' ties are great go-tos for career pivot guidance
- 'Weak' ties accelerate your learning

“ When it comes to finding out about new jobs - or, for that matter, new information, or new ideas - "weak ties" are always more important than strong ties.”

Mark Granovetter

### 5 Ideas for Action to help you work your 'weak' ties

- 1 Find communities that are connected by curiosity:** Finding communities that exist already makes it easier for you to connect. Follow your curiosity.
- 2 Reconnect with a past relationship:** Think of people with whom you've had a good connection. Reach out for a chat even if you haven't been in touch for a while.
- 3 Move from your strong ties to new 'weak' ties:** Leverage your network of strong ties to introduce you to new 'weak' ties. Let them know what you'd like to learn about and if they 'know anyone who...'
- 4 Say yes when you normally might say no:** Connecting with weak ties requires intentional effort and it can feel awkward to talk to people for the first time. The more you say 'yes' to opportunities to meet new people in new places, the easier starting a conversation from scratch will become.
- 5 Use social media to warm up a 'weak' tie:** If there are areas that you are curious about or connections you are conscious about making, start engaging with these groups/people online through likes, comments, and shares. This idea works well on social platforms like LinkedIn and Twitter.

### Coach Yourself Questions

- ? What could you do this month to work your weak ties?
- ? Who does this well and what can you learn from them?

### Recommended resources

-  [How to Build the Social Ties You Need at Work](#)  
Amy Gallo's HBR article on how relationships at work matter.
-  [The secret to great opportunities](#)  
Ted talk by organisational psychologist Tanya Menon on how we can be more intentional about expanding our social universes.
-  [Building brilliant relationships](#)  
Squiggly Careers episode #174

Amazing if