The Unexpected Power of Weak Ties To Impact Your Job Search

Around the world, a Weak Tie is just as likely to give you a job lead as a Strong Tie.

Weak Ties have access to information and contacts that you might not have.

Weak Ties have a different sphere of influence than you and your Strong Ties.

Keep in touch. 48% just don’t take the time.

Ask your Strong Ties for a job reference.

Expand your network both vertically and horizontally.

Share your Strong Ties. They are other people’s Weak Ties.

For minorities and immigrants, Weak Ties can be bridges to otherwise unavailable information.

Weak Ties who have a job can be the ladder for climbing out of unemployment into the hidden job market.

As you age, widening your social network gives you additional opportunities.

Get out there. Meet new types of people.

Source: AARP Research: Weak Ties, January 2019 (www.aarp.org/living100)
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References


