

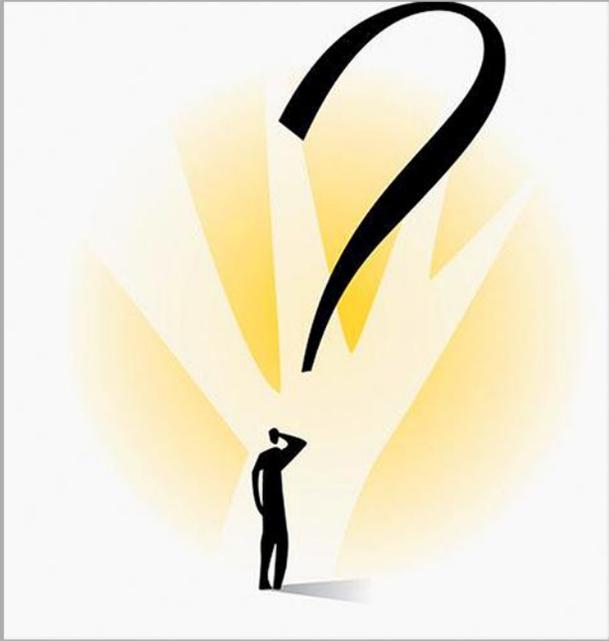


HQ
CAREER
GROWTH
NEWS

THE HQ COMPANIES, INC.®

CAREER: Staying, Moving Elsewhere, or Reinventing

By Kathleen Graham



CAREER: STAYING, MOVING ELSEWHERE, OR REINVENTING

By Kathy Graham

There are almost always pros and cons to staying at your current company versus moving elsewhere. With this much uncertainty in the work environment (demand cooling, large monetary increases disappearing, etc.), many have chosen to stay where they are, no matter how miserable they are in their current situation. A decision to stay is understandable, but is it the optimal choice to make because:

- now is when your competitors aren't likely to be looking = **your probability of being the chosen person for an ideal position for you is better than before** because there are fewer top candidates similar to you in interview process.
- **there are ways to avoid choosing/being chosen for a new role/new company that's not your optimal career choice.** However, to avoid accepting job misfits for you requires some research (expectations of job/company from firm's written materials) and due diligence (stress-testing performance and capabilities to deliver on said expectations), which is easier to do while employed.
- **isn't it better to know where you want to go next in your career AND have already in place the:**
 - necessary relationships, organizations (trade associations, nonprofits, companies), and materials (resume, bio, LinkedIn profile)...and maybe even some opportunities to test out your new possibilities—**BEFORE leaving your current job?**

If you accept the traditional folklore wisdom of "LOOK BEFORE YOU LEAP," the next steps are:

1. figure out what your sustainable competitive advantages are—i.e., what you do naturally better than anyone else.
2. identify what you enjoy doing the most...and least (Patrick Lencioni's *The 6 Types of Working Genius* helps with both IDs).
3. research the companies who are most likely to be interested in your unique capabilities AND offer what you enjoy doing the most.

Now it's time to:

4. "stress-test" the companies you've identified in step 3 by creating/refreshing relationships with those individuals who know the organization AND your specific areas of interest. Confidentially/discreetly discuss the reality of expectations versus perceptions.
5. create your materials by changing your resume, bio, LinkedIn profile, AND adding an intro speech to reflect how what you've done qualifies you for your desired position at the companies who have passed your research and stress-tests.

6. reach out—through others or directly—to the person with the power to create your role (or hire you in the existing position). That person with the power is at/near the top of the organization, usually several levels above your desired position (hint: for CEOs, those individuals are the Board Chair and Nominating/Governance Chair and/or the individual(s) with the most ownership).

Steps 4, 5 and 6 employ Granovetter’s 1973 research about “the strength of [weak ties](#)”—which were proven to be truly THE “growth” ties by:

- LinkedIn’s 2022 blind study of +20 million jobseekers: weak tie builders had *double the success in title, position, money*;+ less job search time.
- Luthans, Hodgetts, & Rosenkrantz 1988 study: managers developing weak tie relationships inside/outside company *promoted quicker*.
- Cross, Pryor, & Sylvester’s 2022 study: those promoted within their company creating internal/external weak ties *more productive* & less likely to be one of ~50% promoted deemed “failures” 2 years later.

BOTTOM LINE: learn to develop “weak ties” relationships because those relationships will secure better positions with higher level titles, more promotability/money, that fit you best whether you stay, move elsewhere...or reinvent yourself because reinventing yourself also uses these same steps.

BTW, “the smartest way to reinvent yourself involves changes [that] happen when people build on what they already know, explore new possibilities, and take small, strategic steps towards something better,” per Dr. Diane Hamilton in her reinventing article on Forbes.com.

NOTE: for further information on “[Weak Ties Truly Are THE “Growth” Ties](#)”, please read my article with the same title.

References

- Cross, R., Pryor, G., & Sylvester, D. (Fall 2022). How to succeed quickly in a new role: Five ways to build a strategic network. *HBR Special Issue*.
- Granovetter, M. (1973). The strength of weak ties. *American Journal of Sociology*, 78(6).
- Granovetter, M. (1994). *Getting a job: A study of contacts and careers*. (2nd ed.). University of Chicago Press.
- Hamilton, D. (2025, February 23). *What is the smart way to reinvent your career without starting over?* Forbes. <https://forbes.com/sites/dianehamilton/2025/02/23/what-is-the-smart-way-to-reinvent-your-career-without-starting-over>
- Leigh, P. (2025, June 12). *Research vs. due diligence: What really matters when choosing an MPS?* NextWealth. <https://nextwealth.co.uk/research-vs-due-diligence-what-really-matters-when-choosing-an-mps>
- Lencioni, P. (2022). *The 6 types of working genius*. Matt Holt Books.
- Lichtenberg, N. (2025, August 6). *Millennials lead the ‘coffee badging’ revolt to protest return to office as businesses push to fill empty seats*. Fortune. <https://fortune.com/2025/08/06/what-is-coffee-badging-remote-work-return-to-office-revolt-millennials>
- Rizoiu, M-A. (2022, September 16). *Major LinkedIn study shows the value of weak ties when searching for a job*. <https://www.smartcompany.com.au/marketing/networking/linkedin-study-weak-ties-searching-for-a-job>
- The Idioms. (2025, April 4). *Look before you leap*. <https://www.theidioms.com/look-before-you-leap>
- Wang, D., & Uzzi, B. (2022). Weak ties, failed tries, and success: A large-scale study provides a causal test for a cornerstone of social science. *Science*, 377(6612), 1256-1258.

THE FIRST 3 STEPS

FOR GROWING WEAK TIES

<p>1 BE PERSONABLE Share common interests, starting with you.</p>	<p>Be authentic and friendly, and do some research on the prospective weak tie ahead of meeting them.</p>
<p>2 BEGIN DIALOGUE Ask about what they do and their goals, etc...</p>	
<p>3 OFFER A HAND Show how you can help them, and do keep them involved.</p>	<p style="text-align: center; font-size: small;">THE HQ COMPANIES, Inc. All contents copyright © 2025 The HQ Companies, Inc. All Rights Reserved. For Personal Use Only.</p>