



Rebuilding Your Network February 2024

By Linda Rink, President, RINK Consulting

I recently learned about yet another repercussion from COVID-19. It appears that “social capital” -- the value of positive relationships between people – decreased significantly during the pandemic. Unsurprisingly, remote and hybrid work, plus social distancing, took their toll on work relationships.

According to a [large-scale survey](#) of U.S. companies by McKinsey in 2022, only about a fifth of the employees surveyed felt that they were more connected to people in their networks. And less than 20% of workers reported that their connections outside of work had grown. While this situation has likely improved since the study was conducted, I suspect there is still much progress to be made.

Why is this important?

Studies have shown that not only are positive work relationships important to overall morale, but they also facilitate learning, better job performance, and greater job satisfaction. And growing your connections beyond your current network means potentially expanding your resources, knowledge base, and career opportunities.

Companies benefit too, because cultivating social capital strengthens their *human capital*. Concludes McKinsey: *“In a postpandemic environment, referrals, personal connections, and perceptions of how inclusive and communal a company is will loom ever larger in people’s decisions about where to look for work—and whether to stay at their current jobs.”*

Something to think about if you are worried about hiring and retaining good employees...

Now that we are in the first quarter of 2024, it’s a good time to assess our personal and business connections, and to rebuild our networks where needed.

Want to better understand how your employees are feeling? Contact me at lrink@LindaRink.com.