

How to Make Sure You Always Have a Job

**Andrew Roark, DVM
Green Valley Animal Hospital
Ijamsville, MD**

Nothing in life is certain, and the average employee changes jobs about every 2 years. Make sure that you always have a job (or that you can get one) by building your personal brand.

Building a personal brand involves the following steps:

1. Finding your passion/area of interest
2. Developing your skills and resume to highlight your SPECIFIC strengths
3. Building marketable skills that will set you apart and make your potential impact on a new organization immediately apparent
4. Branding yourself through networking
5. Protecting your reputation & knowing your references

By actively building (and protecting) your personal brand, you can help ensure that you will always have employment options. Veterinary medicine is a small profession, and if you position and develop yourself appropriately, you can use that fact to open doors to opportunity (as well as escape hatches when needed).