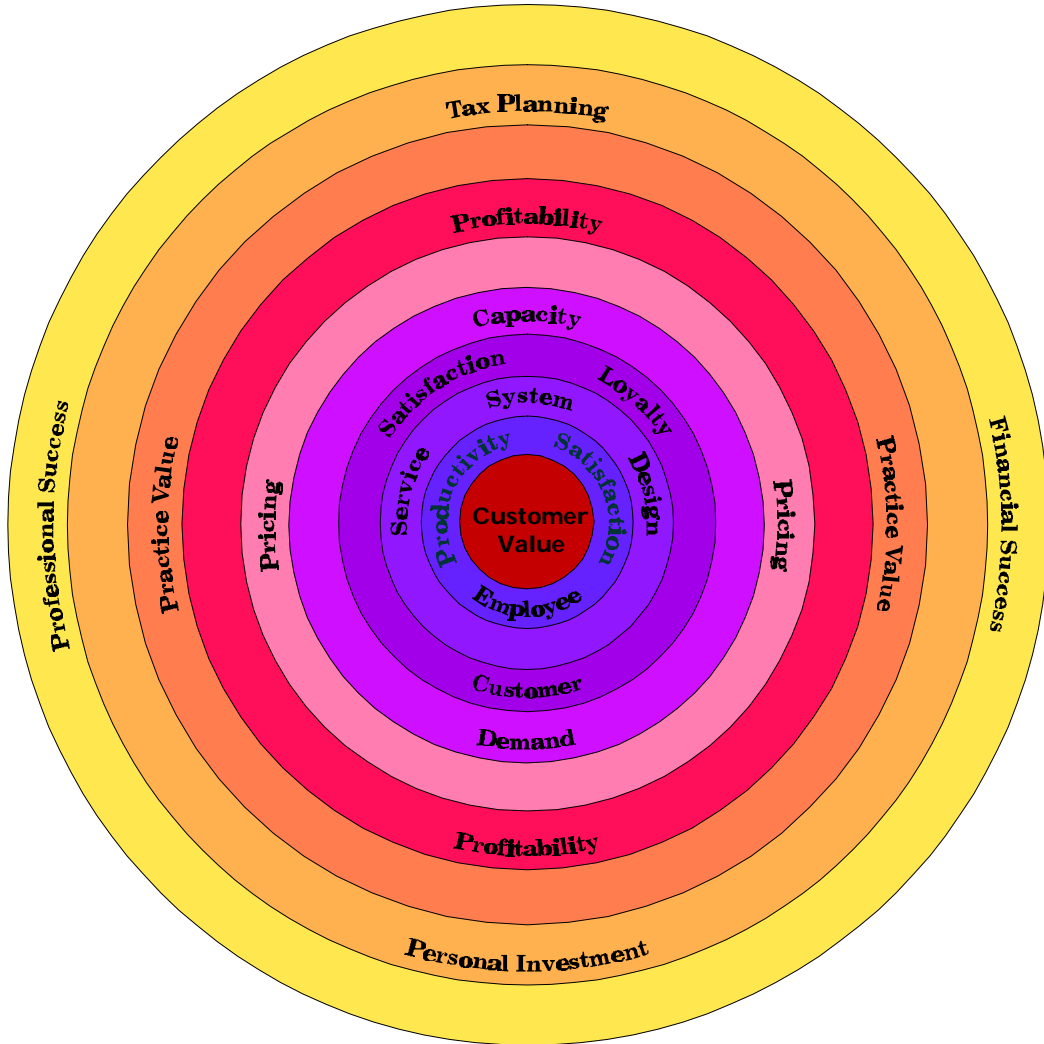
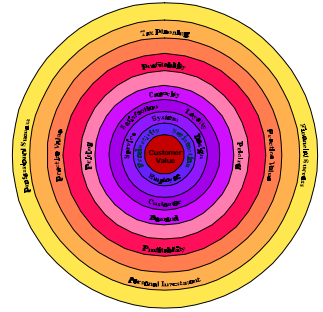


Financial & Personal Success





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Personal success can only be defined by the individual. To a great extent, financial success must be regarded similarly. However, along with the right to define success comes the personal obligation to achieve the desired success.

Many veterinarians believe that they participate in a profession that restricts their success. Nothing could be further from the truth. The opportunity to participate in a nonregulated profession affords a very privileged advantage in obtaining both personal and financial success.

Previous articles have outlined the fundamentals of operating a profitable and personally rewarding veterinary practice. One may argue that financial success is not necessary for personal success. However, an adequate level of financial success enables most professionals to pursue nonprofessional interests.

Moderately successful veterinarians may need to fine-tune their practices relative to the fundamentals outlined in these articles. Other veterinarians, who are experiencing greater financial frustrations may need a more grass roots approach. Colleagues, clients, and staff are not the root of their problems. These veterinarians are failing to take responsibility for their own success. Unsuccessful veterinarians need to examine why they are unable to create an environment in which happy staff can achieve personal and financial success while delivering value to satisfied and loyal clients. A significant change in both attitude and beliefs may be needed to approach veterinary practice in a manner that will generate the success enjoyed by many colleagues.