



Job Security in 2026

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When I first started working, which was forty years ago, job security meant showing up for your job, doing your job, being a fairly compliant employee who caused no hassles, with the result that you were assured of a job in the same company for life. Today that is not the case. The world of work has changed so much that old beliefs and expectations do not apply. If you want to succeed in the world you need to follow a very different approach. Some people today even think there is no such thing as job security. And maybe that is so. But, in the sense of being someone who is employable, I do think there is job security at the present time. It is about knowing what is valuable to employers and being able to deliver on that.

What is required of people to ensure they have jobs in the future (because it is very unlikely to be employment at one company for life) are a whole host of different skill sets. Below I will discuss what is important, and what the people who tend to find jobs fairly easily have, that enables them to be in demand and find jobs when they need them.

1. Companies and recruiters focus on **skill sets**. Although qualifications do count, skill sets are perhaps even more important. And these must be skills that are in demand at the time. If you want to be someone who is employed for life then you want to understand what the most important skills are and get skilled up. You also need to try to find opportunities to practice these skills sets because some experience always helps you get the job.
2. You need some experience in **dealing with change**. Because the workplace, as is the world, is so full of change, anyone who can show they can embrace change and get it to work for them is at an advantage. If you come across as someone who is scared of change, it will put people off wanting to hire you. The workplace is just full of change. If you like that, and you can embrace it and even predict it, then you can do well.
3. You need to know how to **market yourself**. While you don't need the knowledge of someone who is a full-blown marketing specialist, you do need to know something about marketing yourself. The competition for jobs is intense. At all levels, not just junior levels. You need to understand what employers are looking for and be able to showcase your exceptional ability in a short space of time and in one written page. You need to understand exactly what sort of a person the employer is looking for and be able to show them, quite quickly, that you are exactly what they are looking for.

4. You need to have done some personal development work so you have good **self-awareness**. Interview questions, such as, “What are your weaknesses?”, “Tell me about yourself?”, “Why should we give you this job over all the other applicants?”, require that you have done some introspection and understand yourself fairly well. You need to be clear on what your strengths and weaknesses are. You need to know what gives you the edge in the workplace. You need to be honest and open about what you cannot do and show that you are willing to work with feedback to improve.
5. You need to be **confident**. I have given this its own point because it matters so much. Especially if you are working at a senior or managerial level. If you are not confident then people will walk all over you, which is not good for you, for your team, and for your company. Confidence is not arrogance. It is not thinking you are fantastic. It is knowing what you can do and standing up for it. It is about standing up for what is right. If you cannot do that then how are you going to do the right thing for the company when you get pressure from suppliers and other stakeholders.
6. You need **emotional intelligence**. In the era of AI, this is where humans stand out. It is hard to automate emotional intelligence although there is lots of research trying to do just that. There is almost no job that requires you to work on your own all the time. You work with people and you get things done through and with other people. Your ability to work with people, relate to them, understand them, influence them, and motivate them, is an advantage.
7. You want to network. And keep **building your network**. Since the beginning of times most jobs are not advertised, they are filled through people who know people. If you know a lot of people, and in particular if you know a lot of people who are looking to hire people you will do better. Building your network includes building good relationships. If you have a huge network but people don’t like you or don’t think you would be good to work with, then it is not going to work for you.
8. You need to **keep on learning**. That means your CV/resume needs to indicate that you didn’t stop learning after completing your degree. You kept on doing courses that helped you build relevant skills.
9. Focus on adding real value to your employers and be able to show that you contributed to the organisation. You want to be able to add **quantifiable achievements** to your CV/resume that demonstrate you have helped increase revenue, saved costs, improved processes, introduced innovative products, services, and ways of working. You want to show that you are more than someone who just does the job. You are someone who will help the company achieve its goals in a measurable way.

If you need a job, and that is most of us, then you do need to think about what is required in this world to be marketable and employable. And you probably need to think about it regularly as the world keeps changing and in-demand skills also keep changing. So, keep up with trends in the world of work, understand that you need to be someone who can demonstrate they really add value to employers, and know how to put yourself out there in a good way. Continue to develop the right skills, acquire useful experience, and build your relationships so that when you do need to find another job, it is relatively easy to do.