

Preface

Luck is when preparation meets opportunity.
—Seneca

For more than 30 years I have headed Tyler & Company, a nationally recognized firm that conducts executive searches for healthcare organizations. Through my experiences from the early days (when it was just me and a part-time assistant) to the present (five offices across the United States), I am in a unique position to offer some practical guidelines to people like you who are about to undertake a job search in the present competitive job market. What follows is a combination of job-seeking methods, reference materials, examples of professional correspondence, and anecdotal advice from someone who knows how the powers that be make hiring decisions for executives in the healthcare field.

For some time before the first edition of *Tyler's Guide* was published, I wanted to write a book about the job-changing process (not that there aren't already plenty of books on the market that address this subject from almost every aspect imaginable). As I consulted with candidates about changing jobs and read the available books to find out which ones to recommend to people, I was disappointed and occasionally appalled at the information thrust upon unsuspecting job seekers. I promised myself that I would

eventually write this book with the hope that I could make a difference in someone's life by helping that person change jobs successfully.

But the bad information keeps coming and coming. Everyone has an opinion about resumes and job search techniques. For example, in preparation for writing the fourth edition of *Tyler's Guide*, I decided to review the websites I included in Chapter 1 of the book. Each website contains job search information that contradicts other sites and this book. For example, monster.com wants you to use a job objective, which I believe is a waste of space and energy. So who's right? Modestly speaking, I am, of course! Seriously, you are going to receive contradictory information during your job search. Be thankful that most of it won't be fatal to the search. If you keep plugging along, you will do fine despite any mistakes.

This is a "how to" book. It is a book about how to conduct a successful job search. It will not help you find the meaning of life, and it will not help you examine and redirect your career. This book is aimed at people who already know where they are going—to a more challenging and responsible position in healthcare—and need a map showing how to reach that destination. If you are unsure of the kind of job you want or where your career is headed, you need to read other books or get vocational counseling before you start this book.

This book is based on interviews I have had over a span of more than 30 years with approximately 3,000 job seekers in the healthcare field. I owe most of what I know about healthcare and job change to this group of individuals, whom I have had the privilege to get to know. I wish to thank them for sharing their stories with me. It is only through their shared, collective experiences that I have been able to write this book.

This book cannot work miracles or guarantee jobs. It will, I hope, inspire, amuse, and inform you. But you are the most vital part. Remember the old Chinese proverb, "Every book must be chewed to get out its juice."

Of every event I have witnessed in the past 20 years, none has had such a profound impact on the way healthcare professionals change jobs as has the arrival of the Internet. Invented by scientists and the government as a way to ensure communication in the event of war, the Internet has evolved into an integral part of our daily lives, influencing how we live and work. People use the Internet for commerce, marketing, information, correspondence, telephone calls, chit-chat, and even prospecting for a spouse.

In previous editions of *Tyler's Guide*, I included a separate chapter on the role the Internet might play in the job search process. Because the Internet has become so intertwined with the professional world, I indicated Internet resources that will aid you in your job search throughout this book instead. I am presupposing that you already know how to use a computer and at least one of several search engines, such as Google (www.google.com) or Yahoo! (www.yahoo.com). If you don't, there is no time like the present to learn.

If you follow my suggestions, tailor them to your own situation, use the reference materials available to you, and follow through on every step you take, your success is virtually guaranteed. It may take longer than you would like, but you will win. You will get the job you want. I have letters and e-mail from successful job seekers to prove it.

When you finish the book, drop me a line and tell me what you liked or didn't like and what worked. I would appreciate hearing from you. My e-mail address is lt Tyler@tylerandco.com.