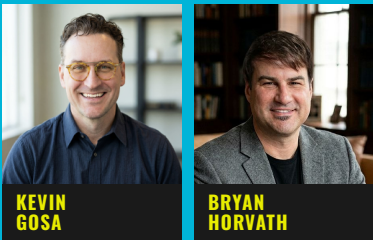


THE KEYNOTE · UNIVERSITY & CAREER CENTERS · 45-60 MIN

THE RULES NOBODY TOLD YOU.

Making yourself career-ready. Why what worked in school often fails on the job.



**KEVIN GOSA
& BRYAN HORVATH**
STRATEGIC FACILITATORS
CO-AUTHORS · KEYNOTE SPEAKERS

THE INSIGHT

Most graduates enter the workforce doing exactly what made them successful students and get quietly punished for it. The habits that earned A's — waiting for clear instructions, pursuing perfection, working solo, chasing the grade — are the same ones that stall careers. **This isn't an intelligence gap or an effort gap. It's an experience gap. And experience can be taught.**

THE APPROACH

Kevin and Bryan use real stories, sharp frameworks, and the unwritten rules from their book to name the moment most students never see coming: **the point where what school taught you stops working.** Audiences leave with a clear, immediate path forward — ready for work.
Equal parts honest, practical, and entertaining. It doesn't theorize or simply motivate. It translates.

WHAT STUDENTS WALK AWAY WITH

01
THE SCHOOL-TO-WORK REWIRE

Why the habits that made you a great student are now working against you — and how to let go of them without losing what makes you good.

02
THE REAL DEFINITION OF SUCCESS

How work actually evaluates you — through visibility, relationships, and perceived value — and why none of that was covered in any syllabus.

03
SOMETHING TO USE TOMORROW

Immediate, practical shifts in how to show up: in meetings, with a manager, and in the moments that determine who gets ahead.

BEST FOR

- Career center workshops
- Student leadership conferences
- Capstone courses
- Orientation programming
- Commencement & graduation events
- Alumni & student programming

ABOUT KEVIN & BRYAN

Kevin Gosa and Bryan Horvath have spent a combined **45+ years** advising Fortune 100 companies, Forbes top 25 nonprofits, and government agencies on leadership, strategy, and organizational effectiveness. Across every sector and generation, they've watched the same issue play out — talented, credentialed graduates struggling with the transition to work in ways that had nothing to do with their intelligence or effort. *Welcome to Work* is built from those observations — so your students don't have to learn it the hard way.



“
For twenty years as a professor, I've prepared students for 'the real world.' My part always ends on graduation day with a handshake and a wish I could give them more. **Now I can.**
— JONATHAN D. FITZGERALD, PHD

THE BOOK
WELCOME TO WORK
58 Unwritten Rules
WELCOMETOWORK.CO

“For the people who do all the right things, but still feel like they're getting it wrong.”

BOOK KEVIN & BRYAN
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**BOOK
NOW**

THE WORKSHOP · UNIVERSITY & CAREER CENTERS · 2-3 HOURS

THE UNWRITTEN CURRICULUM.

School made you a great student. This makes you ready for work.



**KEVIN GOSA
& BRYAN HORVATH**
STRATEGIC FACILITATORS
CO-AUTHORS · EDUCATORS

THE INSIGHT

Your students have done everything right. They've earned the grades, built the resume, and landed the interview. **The challenge isn't their academic preparation – it's the transition ahead.** The unwritten rules, invisible dynamics, and entirely different measures of success that no course truly covers and no professor can experientially assign, but every employer brings to the table on day one.

THE APPROACH

The Unwritten Curriculum opens with a focused keynote that names the gap and creates a shared language for the group. From there the session moves into **interactive exercises drawn from the book, structured peer conversations, assessments, and personal reflection** – giving students the frameworks, self-awareness, and practical tools to make the transition with confidence.

SESSION OVERVIEW

FIVE-BLOCK PROGRESSION · INTERACTIVE

- 01

THE GREAT TRANSITION
Why the habits that made you a great student – waiting for clear instructions, pursuing perfection, going it alone, grade-chasing – work against you the moment you're hired.
- 02

KNOW YOURSELF
Self-awareness as competitive advantage. How to identify strengths, own blind spots, and build the reflective habits that fast track success.
- 03

WORK WITH OTHERS
Managing up without selling out. Navigating office politics without becoming political. Why being right is not the same as being effective.
- 04

PROFESSIONAL EFFECTIVENESS
How to be seen as an owner, not a renter. Why effort alone doesn't get rewarded. Delivering value does. Building visibility without bragging.
- 05

THE LONG GAME
Resilience as practice, not personality. Mentorship, burnout, and what it actually means to build a career worth having.

WHAT STUDENTS WALK AWAY WITH

- 01

A CLEAR MAP
A clear, honest picture of the professional landscape they're entering: the unspoken rules, hidden dynamics, and blind spots that take most people years to figure out on their own.
- 02

PRACTICAL LANGUAGE
Frameworks and language for the moments that trip up even the most talented early-career professionals: navigating a difficult manager, making contributions visible, processing feedback.
- 03

A PERSONAL STARTING POINT
Students leave with a completed Workplace Readiness Self-Assessment. A concrete snapshot of where they're strong and where to build before day one.

BEST FOR

- Career center workshop series

■ Student leadership conferences

■ Orientation programming

■ Alumni & student programming
- Capstone courses

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"For twenty years I've prepared students for 'the real world.' My part always ends with a handshake. Now I can give them more. — Jonathan D. Fitzgerald, PhD"

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BOOK NOW

THE KEYNOTE · CORPORATE · 45-60 MIN

THE READINESS GAP.

Why your new hires are struggling — and what your whole organization can do about it.



KEVIN GOSA
& BRYAN HORVATH

STRATEGIC FACILITATORS
CO-AUTHORS · KEYNOTE SPEAKERS

THE REFRAME

Every year, organizations hire talented, credentialed young professionals — and watch them flounder. The instinct is to blame generational differences. **That instinct is wrong, and it's costing you.**

The problem isn't who you hired. It's the gap between the system that trained them and the one you're asking them to operate in. That gap has a name, a structure, and — critically — a solution. This keynote gives new professionals and the managers who lead them a shared language and framework for closing it.

WHY THIS, WHY NOW

THE STRUCTURAL CASE

NEW-HIRE FAILURE 46% of new hires fail within 18 months, not for lack of technical skills, but for the interpersonal and behavioral ones nobody taught them. (Leadership IQ, 20,000+ hires)	NOT COMPETENCE 89% of hiring failures trace back to attitude, coachability, and emotional intelligence, not job competence.	COST OF DEPARTURE Up to 2× an employee's annual salary — the cost of a single early-career departure, before factoring in lost manager time and team disruption.	FIRST-YEAR CHURN 40% of all turnover happens in the first 12 months. Year one is when most of it happens.
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Schools don't teach these skills. Most onboarding programs don't address them. And managers — already stretched — rarely have the language to name them. **This talk puts that framework directly in the hands of the people with the leverage to act on it.**

WHAT PARTICIPANTS WALK AWAY WITH

01 THE STRUCTURAL DIAGNOSIS A clear framework for why the school-to-work transition fails — and what onboarding, mentorship, and feedback need to look like to close the gap before it becomes a retention problem.	02 NEW LANGUAGE The unwritten rules of professional life — finally named. A shared playbook that gives managers the language to coach and early-career professionals the framework to succeed.	03 A CLEAR PATH FORWARD Concrete organizational moves that produce measurable change in year one — in performance, retention, and manager confidence.
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BEST FOR

- Company offsites & retreats
- New hire orientation
- All-hands events
- L&D conferences
- Early-career program launches
- Manager development series



“
I wish every intern and new hire had read this **before** they started.
— MATT KIRKLAND, CO-FOUNDER, BRAND NEW BOX

ABOUT KEVIN & BRYAN

Kevin Gosa and Bryan Horvath have spent a combined **45+ years** advising Fortune 100 companies, Forbes top 25 nonprofits, and government agencies on leadership, strategy, and organizational effectiveness. They've facilitated hundreds of high-stakes leadership retreats and strategic offsites — and watched the same early-career dynamics play out across every sector and generation. *Welcome to Work* is their distillation of everything they've learned about why talented people struggle with problems that didn't need to be that hard — and what organizations can do about it.

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Bulk & cohort pricing available
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**BOOK
NOW**

"This isn't a generation issue. It's a transition issue. And your organization has more leverage over it than you think."

THE WORKSHOP · CORPORATE · 2-3 HOURS · INTERACTIVE

THE READINESS REWIRE.

Why your new hires struggle — and the workshop that closes the gap.



KEVIN
GOSA

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HORVATH

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& BRYAN HORVATH

STRATEGIC FACILITATORS
CO-AUTHORS · KEYNOTE SPEAKERS

THE INSIGHT

Every year, organizations hire talented, credentialed young professionals — and watch them flounder. **The problem isn't who you hired. It's the gap between the system that trained them and the one you're asking them to operate in.** Awareness alone doesn't close that gap. This workshop does — a hands-on working session tailored for early-career employees, their managers, or both together.

THE APPROACH

The Readiness Rewire opens with a focused keynote that names the gap and creates a shared language for the team. From there the session moves into **interactive exercises and assessments drawn directly from the book, structured conversations, and applied practice** — giving participants the frameworks, self-awareness, and concrete tools to show up differently starting day one.

SESSION OVERVIEW

FIVE-BLOCK PROGRESSION · INTERACTIVE

01	THE GREAT TRANSITION The habits that derail early-career professionals are the natural result of a system built for academics, not work. Understanding them is the first step to changing them.
02	KNOW YOURSELF Self-awareness as competitive advantage. How to identify strengths, own blind spots, and build the reflective habits that separate the people who thrive from the ones who stall.
03	WORK WITH OTHERS Building relationships that work — up, down, and sideways. Navigating office dynamics without becoming political. Why being right is not the same as being effective.
04	PROFESSIONAL EFFECTIVENESS How to be seen as an owner, not a renter. Why effort alone doesn't get rewarded — delivering value does. Building visibility without self-promotion.
05	THE LONG GAME Resilience as practice, not personality. Mentorship, burnout, and what it actually means to build a career — and a team — worth having.

WHAT PARTICIPANTS WALK AWAY WITH

01 A PERSONAL PLAYBOOK Every participant leaves with an assessment and a personal action plan — a concrete picture of where they're strong, where to build, and exactly what to do about it.	02 A SHARED LANGUAGE The frameworks and vocabulary that let early-career professionals and their managers finally talk about the same issues in the same way — reducing friction, accelerating development, and making feedback land.	03 A CLEAR NEXT STEP The workshop doesn't end when the session does. Every participant and manager leaves with specific, immediately actionable next steps — so the work and momentum continues.
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BEST FOR

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- New hire orientation
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- Early-career program launches
- Manager development series

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