

PRESS KIT · 2026

WELCOME TO WORK

58 UNWRITTEN RULES FOR WINNING AT WORK

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

AUTHORS

KEVIN GOSA & BRYAN HORVATH

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FORMAT

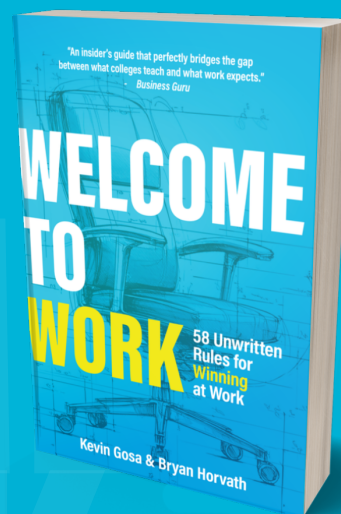
PAPERBACK · KINDLE / EBOOK

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THIS KIT CONTAINS

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50 · 100 · 250 words

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01

BOOK DESCRIPTIONS

Three versions for every context. Use the one that fits the format — never paste the long version where the short is expected.

50-WORD VERSION

Social bios · email signatures · book trailer · outreach one-liners

Nobody hands you a rulebook when you start your career. Welcome to Work fixes that. Kevin Gosa and Bryan Horvath distill decades of leadership and talent work into 58 practical, honest rules covering everything from managing up to not burning out—the career playbook they wish everyone had from day one.

100-WORD VERSION

Retailer short description · article pitch bios · press boilerplate · speaker one-sheet

You did everything right. You got the degree, landed the job, showed up ready—and then realized nobody told you how any of this actually works. Not the politics. Not the unspoken expectations. Not why some people rise fast while others stay stuck.

Welcome to Work changes that. Kevin Gosa and Bryan Horvath spent decades in strategy, leadership, and talent development watching talented people stumble over the same blind spots—and wrote the book they wish everyone had from day one. 58 practical, honest rules. No soft-skills platitudes. Just the map they never gave you.

250-WORD VERSION

Press kit · bulk order one-pager · article pitch body · outreach long-form

Nobody tells you the real rules. Not your professors. Not your parents. Not HR.

School taught you to follow instructions, hit deadlines, and earn your grade. Work evaluates you on something entirely different—and nobody explains the shift. The result is millions of talented, well-credentialed people showing up to their first jobs ready to perform, and slowly realizing they're playing a game they were never taught.

Welcome to Work is the book that changes that. Kevin Gosa and Bryan Horvath have spent a combined 45+ years inside the rooms where early-career professionals either break through or break down—and they've distilled what separates the two into 58 clear, honest, actionable rules.

No soft-skills platitudes. No motivational filler. Just the map—on how to manage up, navigate office politics, handle feedback, build real relationships at work, know when to push and when to pull back, and show up consistently without burning out.

The book speaks directly to three audiences: recent graduates figuring out why their instincts keep misfiring; professionals a few years in who are stuck and don't know why; and managers who want to understand what their early-career people are actually struggling with.

Most career books tell you to work harder. Welcome to Work tells you what to work on.

02

ADVANCE PRAISE

Cleared for press, promotional, and speaking use.

"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

"I wish every intern and new hire had read this before they started."

— MATT KIRKLAND, CO-FOUNDER, BRAND NEW BOX

03

AUTHOR BIOS

All bios are written in third person for press and media use. Two lengths per author, plus a joint bio for dual-byline placements. High-resolution headshots available on request.



KEVIN GOSA
CO-AUTHOR · STRATEGIC
FACILITATOR

KEVIN GOSA

STRATEGIC FACILITATOR · CO-FOUNDER, NYC MEETING FACILITATORS

50-WORD BIO

Kevin Gosa is a strategic facilitator, co-founder of NYC Meeting Facilitators, and co-author of *Welcome to Work* and *Fire the Foosball Table*. With 25 years working inside leadership teams, nonprofits, and Fortune 100 companies, he specializes in the conversations that change how people work—and the unwritten rules that determine who wins.

150-WORD BIO

Kevin Gosa is a strategic facilitator, consultant, and co-founder of NYC Meeting Facilitators, where he partners with leadership teams, nonprofits, government agencies, and Fortune 100 companies to navigate high-stakes conversations, build alignment, and unlock organizational potential. With 25 years spent inside the rooms where workplace culture is made, he brings rare insight into what actually drives professional success—and what quietly derails it.

His path to the boardroom ran through the bandroom. For 30 years, Kevin has performed saxophone across the globe—from Texas to Thailand—earning degrees in music from the University of Kansas. That background in listening, improvisation, and reading a room shaped his approach to everything that followed.

Kevin is co-author of *Welcome to Work: 58 Unwritten Rules for Winning at Work* (2026) and *Fire the Foosball Table* (2022). He serves as President of the Board of Riverview Jazz and lives in Jersey City, NJ with his wife Laura and their two sons.



BRYAN HORVATH
CO-AUTHOR · ENTREPRENEUR &
FACILITATOR

BRYAN HORVATH

ENTREPRENEUR · CO-FOUNDER, NYC MEETING FACILITATORS & NONPROFIT VELOCITY

50-WORD BIO

Bryan Horvath is an entrepreneur, strategic facilitator, and co-founder of NYC Meeting Facilitators and Nonprofit Velocity. With 20+ years advising boards and C-suite leaders across industries, he has engineered Cadillacs, toured 45 states as a front man, and licensed his own inventions. He finds the pattern underneath—wherever others stopped looking.

150-WORD BIO

Bryan Horvath is a seasoned leader, facilitator, and entrepreneur with over twenty years of experience guiding organizations through transformation and change. He co-founded Nonprofit Velocity to help organizations connect vision to strategy and strategy to action, and as co-founder of NYC Meeting Facilitators has designed and led high-stakes offsites for Forbes top 25 charities, Fortune 100 companies, tech startups, and grassroots community groups.

Bryan has lectured for MBA programs, led nonprofit incubators, and advised boards and C-suite leaders domestically and internationally. His background spans engineering at General Motors, touring as a rock front man, launching a record label, and licensing his own inventions. What that range gave him is a habit of looking for the pattern underneath—and rarely finding the answer where conventional wisdom says to look.

Bryan is co-author of *Welcome to Work: 58 Unwritten Rules for Winning at Work* (2026) and *Fire the Foosball Table* (2022). He and his wife Laurie raised their two boys in New York City.

JOINT BIO

For book pages, dual-byline articles, and shared author placements

Kevin Gosa and Bryan Horvath have worked together for more than twenty years. They are co-authors of *Welcome to Work: 58 Unwritten Rules for Winning at Work* (2026) and *Fire the Foosball Table: A Practical Guide to Building and Leading Healthy Workplace Culture* (2022), and co-founders of NYC Meeting Facilitators—the leading strategic facilitation firm in New York City.

Together they have spent a combined 45+ years advising Fortune 100 companies, Forbes top 25 nonprofits, and government agencies, and have facilitated hundreds of leadership retreats and strategic offsites. *Welcome to Work* is what they wish someone had handed them—and every person they've ever watched struggle—on day one.

04

TALKING POINTS & INTERVIEW GUIDE

Seven topic blocks for podcast prep, media briefings, and speaking Q&A. Ordered for narrative impact. Sample interview questions follow.

TP1 THE GAP NOBODY TALKS ABOUT

- School rewards individual performance; work rewards collective output. That single shift trips up more talented people than anything else.
- The transition from student to professional isn't a change of scenery—it's a fundamental rewiring. The habits that earned you A's—perfectionism, solo achievement, waiting for clear instructions—are exactly the behaviors that stall careers.
- Most professionals eventually figure this out. Some never do. The ones who get there fastest have someone who explains the rules directly. This book is that person.

TP2 WHY "SOFT SKILLS" IS THE WRONG NAME

- We call them soft skills, which means we treat them as optional. The skills that actually determine career trajectory are anything but soft—and they're the ones nobody is accountable for teaching.
- Naming matters. "Soft" implies nice-to-have. In practice these are the skills that decide who gets trusted, who gets promoted, and who quietly stalls out.
- Every employer says they want people who communicate well, work with others, and read the room. And yet these remain the defining gap year after year.

TP3 THE FOUR-PARTY PROBLEM

- There are four institutions with a stake in whether young people succeed at work: universities, employers, parents, and the young professionals themselves. None of them has taken ownership of the transition.
- Universities say employers should onboard better. Employers say schools should prepare students better. Parents aren't sure what to say. Young professionals are left to figure it out alone.
- This isn't a generational problem—Gen Z isn't lazier or more entitled. It's a structural accountability problem. The book is part of the solution.

TP4 CUSTOMER TO PRODUCER: THE MINDSET SHIFT

- For most of your life, you're a customer of education. You pay for it, you consume it, someone else creates the syllabus and delivers the content.
- Work demands the opposite. You are now a producer. Nobody is creating the curriculum for you. Your job is to generate value, not consume it.
- Most early-career professionals know this intellectually but haven't made the emotional shift. The book is structured to force that shift.

TP5 WHAT THE 58 RULES ACTUALLY COVER

- Five sections: the school-to-work mindset shift; self-awareness and how you show up; working with others across styles, egos, and communication gaps; professional effectiveness and visibility; and the long game—sustainability, mentorship, and career ownership.
- The rules are blunt. They say things like: "Your manager isn't your professor," "Being busy isn't the same as being valuable," and "No one owes you feedback—but you can earn it."
- Readers consistently tell us these are things they knew somewhere but had never heard said out loud.

TP6 THE BOOK IS FOR THREE PEOPLE

- Recent graduates who feel like they're doing everything right and still getting it wrong.
- Professionals 3–5 years in who have hit a ceiling and don't understand why.
- Managers and HR leaders who want to understand what their early-career team members are actually struggling with—and are tired of treating it as a generational problem.

TP7 WHY KEVIN AND BRYAN WROTE IT

- Between them, Kevin and Bryan have spent 45+ years inside leadership teams, boardrooms, and facilitation spaces—watching talented people stumble over the same dynamics.
- Kevin's background is in music and organizational facilitation. Bryan's spans engineering, entrepreneurship, and strategy. They came at this from different angles and arrived at the same conclusion: the transition isn't just hard—it's systematically unsupported.
- They are also co-authors of *Fire the Foosball Table* (2022), which addressed culture-building from the leadership side. *Welcome to Work* addresses the same problem from the employee side.

SAMPLE INTERVIEW QUESTIONS

Offered as starting points for hosts and journalists. Kevin and Bryan are available for pre-interview briefings.

- Q1** What made you realize there was a book here—and not just a blog post?
- Q2** Which of the 58 rules do you see violated most often, even by high performers?
- Q3** You're critical of the phrase "soft skills." What's wrong with it?
- Q4** Is this a Gen Z problem, or is something bigger going on?
- Q5** What's the one thing a manager can do this week to help their early-career people close this gap?
- Q6** You've both been in the room where culture is made for decades. What's the pattern you keep seeing?
- Q7** What's the rule in the book that you wish someone had told you on your first day?
- Q8** The title is *Welcome to Work*—who gave you the warmest welcome when you started out?

05

THE NUMBERS

The structural case, in four figures. Use these to frame a segment, open a pitch, or anchor a corporate conversation.

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.

Schools don't teach these skills. Most onboarding programs don't address them. And managers — already stretched — rarely have the language to name them.

Welcome to Work names them.

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

KEVIN GOSA & BRYAN HORVATH

A NOTE ON SOURCING

The 46% and 89% figures come from Leadership IQ's multi-year study of more than 20,000 new hires. Cost-of-departure and first-year turnover figures are widely reported industry ranges; the conservative end is cited here. Kevin and Bryan are happy to walk a producer or journalist through the underlying research on request.

06

SPEAKING PROGRAM

Four talks across two audiences and two formats. Kevin and Bryan present together. Full designed one-sheets for each talk are available at welcometowork.co/speaking or on request.

ONE-SHEET NO. 01 · UNIVERSITY & ACADEMIC

THE RULES NOBODY TOLD YOU.

Why everything that made you a great student is working against you at work.

45–60 MIN · KEYNOTE

WHAT STUDENTS WALK AWAY WITH

- **The School-to-Work Rewire** — Why the habits that made you a great student now work against you, and how to let go of them without losing what makes you good.
- **The Real Definition of Success** — How work actually evaluates you: visibility, relationships, and perceived value — none of which was covered in any syllabus.
- **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

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

ONE-SHEET NO. 02 · UNIVERSITY & ACADEMIC

THE UNWRITTEN CURRICULUM.

The hands-on session that turns insight into action.

2–3 HOURS · INTERACTIVE WORKSHOP

WHAT STUDENTS WALK AWAY WITH

- **A Clear Map** — An 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.
- **Practical Language** — Frameworks for the moments that trip up even talented early-career professionals: a difficult manager, making contributions visible, processing feedback.
- **A Personal Starting Point** — Students leave with a completed Workplace Readiness Self-Assessment: where they're strong and where to build before day one.

BEST FOR

Orientation programming · Student leadership conferences · Capstone courses · Career center workshop series · Alumni & student programming. Well-suited for course adoption — ask about bulk pricing and syllabus integration.

ONE-SHEET NO. 03 · CORPORATE

THE READINESS GAP.

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

45–60 MIN · KEYNOTE

WHAT PARTICIPANTS WALK AWAY WITH

- **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.
- **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.
- **A Clear Path Forward** — Concrete organizational moves that produce measurable change in year one: performance, retention, and manager confidence.

BEST FOR

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

ONE-SHEET NO. 04 · CORPORATE

THE READINESS REWIRE.

The workshop that closes the gap — for early-career employees, their managers, or both together.

2–3 HOURS · INTERACTIVE WORKSHOP

WHAT PARTICIPANTS WALK AWAY WITH

- **A Personal Playbook** — Every participant leaves with an assessment and a personal action plan: where they're strong, where to build, and exactly what to do about it.
- **A Shared Language** — The vocabulary that lets early-career professionals and their managers finally talk about the same issues in the same way — reducing friction and making feedback land.
- **A Clear Next Step** — Every participant and manager leaves with specific, immediately actionable next steps, so momentum continues after the session ends.

BEST FOR

Company offsites & retreats · New hire orientation · All-hands events · L&D conferences · Early-career program launches · Manager development series. Available for bulk purchase and organizational licensing.

BOTH WORKSHOPS FOLLOW A FIVE-BLOCK PROGRESSION

01	THE GREAT TRANSITION	Why the habits built by a system designed for academics work against you the moment you're hired.
02	KNOW YOURSELF	Self-awareness as competitive advantage. Identifying strengths, owning blind spots, building reflective habits.
03	WORK WITH OTHERS	Relationships that work — up, down, and sideways. 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 isn't rewarded — delivering value is.
05	THE LONG GAME	Resilience as practice, not personality. Mentorship, burnout, and building a career worth having.

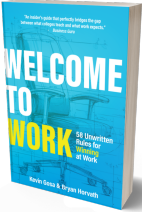
07

MEDIA ASSETS & AVAILABILITY

Everything below is available on request from hello@welcometowork.co. High-resolution files are supplied in a companion ZIP.

ASSET	DETAIL	FORMAT
AUTHOR HEADSHOTS	Kevin Gosa and Bryan Horvath. Approved for all press, digital, and promotional use.	PNG · HIGH-RES
BOOK COVER	Front cover art. Approved for all press, digital, and promotional use.	PNG · HIGH-RES
ADVANCE REVIEW COPIES	Full manuscript available to press, podcast hosts, and reviewers ahead of publication.	PDF · EPUB
VIDEO CLIPS	Short-form clips of Kevin and Bryan on the core themes – suitable for show promotion, episode trailers, and social cutdowns.	MP4 · VERTICAL
SPEAKER ONE-SHEETS	Designed one-sheets for all four talks – university and corporate, keynote and workshop.	PDF · 4 PAGES
PRE-INTERVIEW BRIEFING	Kevin and Bryan are available for a short call ahead of any recording to tailor the conversation to your audience.	ON REQUEST

INCLUDED IMAGERY — SHOWN FOR REFERENCE



BOOK COVER



KEVIN GOSA



BRYAN HORVATH

High-resolution versions of all three files are supplied in the companion ZIP and are approved for press, digital, and promotional use without further permission.

RULE 59

The hook worth asking about.

The book has 58 rules. There is a 59th – the one that makes all the others matter – and it isn't in print. A QR code inside the book leads readers to welcometowork.co/rule59, where it lives alongside **The 59ers**, the reader community Kevin and Bryan built around it. It's a running joke, a genuine piece of the argument, and reliably the most fun question a host can ask.

WHERE TO FIND WELCOME TO WORK

WEBSITE	welcometowork.co
RULE 59	welcometowork.co/rule59
SPEAKING	welcometowork.co/speaking
INSTAGRAM	@welcometowork_
LINKEDIN	Kevin Gosa · Bryan Horvath · NYC Meeting Facilitators

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BOOK DETAILS & CONTACT

TITLE	Welcome to Work: 58 Unwritten Rules for Winning at Work
AUTHORS	Kevin Gosa & Bryan Horvath
PUBLISHER	OCTANT8 Press
PUBLICATION DATE	May 5, 2026
FORMAT	Paperback · Kindle / eBook
WHERE TO BUY	Available on Amazon and wherever books are sold
BULK & ADOPTION	Course adoption, syllabus integration, team, cohort, and onboarding program pricing available — contact hello@welcometowork.co
ALSO BY THE AUTHORS	Fire the Foosball Table: A Practical Guide to Building and Leading Healthy Workplace Culture (2022)

MEDIA INQUIRIES

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RULE 59

welcometowork.co/rule59

REVIEW COPIES

Available on request

SPEAKING & BOOKING

GENERAL

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

WELCOME TO WORK · 58 UNWRITTEN RULES FOR WINNING AT WORK