

THE KEYNOTE · CORPORATE · 45-60 MIN

# THE READINESS GAP.



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STRATEGIC FACILITATORS  
CO-AUTHORS · KEYNOTE SPEAKERS

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

## 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.

*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.

## BEST FOR

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

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

— **MATT KIRKLAND, CO-FOUNDER, BRAND NEW BOX**

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

**BOOK KEVIN & BRYAN**

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