

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.



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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

BOOK KEVIN & BRYAN

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BOOK NOW

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