

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

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.



WELL-SUITED FOR COURSE ADOPTION

WELCOME TO WORK

Ask about bulk pricing and syllabus integration.

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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"