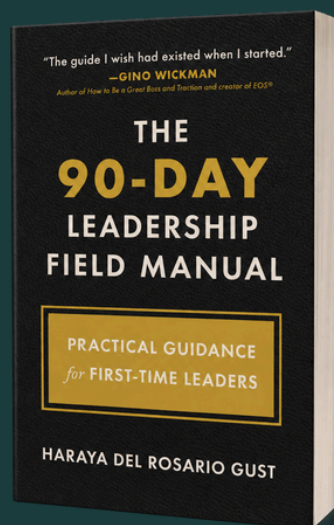


THE FIELD READY PROGRAM • BULK & CORPORATE ORDERS

Give your new leaders a plan — at scale.

Most first-time people leaders get a title, a team, and no structured first 90 days. *The 90-Day Leadership Field Manual* gives every one of them a day-by-day plan — and gives the managers above them a specific way to back them up. Here's how to put it in the hands of a whole cohort.



"The guide I wish had existed when I started."

—Gino Wickman

Author of *How to Be a Great Boss* and *Traction* and creator of EOS®

WHAT EVERY COPY CARRIES

The full Field Ready Program — with every copy.

Nothing below is a launch bonus or a limited-time add-on. It's how the Program works, and it ships with each book you order.

THE BOOK

The 90-Day Leadership Field Manual

A day-by-day guide through a new leader's first 90 days — universal by design, from a first-time supervisor on a floor to a first-time director in a firm.

THE FIELD NOTEBOOK

Their 90-day companion

A personalized digital companion — 90 days of pages that hold each leader's own plans and check-ins. One activation per copy; print-at-home or on-screen.

THE BUSY BOSS' GUIDE

For the managers above them

The piece most organizations are missing: a short written playbook for each new leader's own manager — what to do, when, and how long it takes. It's why the rest sticks.

THE LAUNCH LAB

A live working session

A guided session where each leader maps their first 30 days onto their real calendar and drafts the conversation they've been putting off. A seat comes with every copy.

Any new leader can start the sequence on their first Monday — whenever that Monday is. It works the same in March as it does in September.

THE ORDER LADDER

The more of your leaders you equip, the more we add for the people supporting them.

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The full Program — a copy for every leader on your team
A live **Field Ready Briefing** for the managers your new leaders report to — the live version of the Busy Boss' Guide

Ordered through Porchlight:
one invoice, PO accepted,
better-than-retail pricing

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Delivery scheduled from Q1 2027.

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EVERYTHING IN 50+, PLUS

One company-sponsored **Field Ready certification seat** — a Business License, one per organization (additional seats negotiated case by case)

THE CENTERPIECE

The Launch Lab — where the plan actually gets built.

Every copy includes a seat at a live, guided working session. It isn't a lecture. Each of your leaders works in their own Field Notebook at the same time — mapping their own first 30 days onto their actual calendar, building their reset week day by day, and drafting the conversation they've been putting off — with facilitation from the front.

Because each person works their **own** plan, the session runs the same whether you send five leaders or five hundred. Nobody waits; everyone leaves with a plan built on their own calendar.

Bulk orders get a **private Launch Lab** on their own calendar rather than the shared September 29 session: from **50+ copies**, led by a Certified Field Ready Program Facilitator; from **100+ copies**, led by the author, Haraya Del Rosario Gust, herself.

About the sponsored certification seat

At 200+ copies, your organization sponsors one seat in the **Field Ready Program** facilitator certification — A Business License, one per organization, with additional seats negotiated case by case.

The seat is sponsored; **the credential is earned**. Your nominee still applies, is scored on the same rubric as every candidate, and completes the program. Nothing about the standard bends for a sponsored seat.

Certification opens in **Q1 2027**, so a 200+ order today banks a facilitator seat for next year — someone who can eventually run the Field Ready Program inside your organization, on your own cadence, without us.

HOW ORDERING WORKS

Team and company orders go through Porchlight.

Orders of ten or more are handled by **Porchlight Book Company**, our bulk partner. That gets you better per-copy pricing than any retail channel, one invoice instead of dozens of receipts, purchase orders accepted, and a single point of contact who can hold a delivery date to your training calendar.

Tell us your headcount and your timing, and we'll come back with a per-copy quote through Porchlight.

Start a team order.

Tell us roughly how many leaders you're equipping and when you need them, and we'll shape the order — and the extras — around it.

Abi Madura

Director for Partnerships
partnerships@fieldreadyprogram.com

"Nervous about managing for the first time? Build the confidence that took me 35 years to develop as a leader. I'm two months into leading a new team of five, and this content has already reinforced what I know while teaching me plenty of new ideas."

Brian Costanzo

Vice President, Membership & Chapter Relations ·
Commercial Real Estate Development Association (CREDA)