
Founding Cohort Program Overview

Certifying HR & L&D Leaders to Deliver Structured 90-Day Onboarding for First-Time People Leaders

Every year, millions of people are promoted into leadership with almost no guidance. The 90-Day Leadership Field Manual provides the structure. The Field Ready Program certifies the people who bring it to life inside organizations.

Cohort Dates	July – September 2026 (8 weeks)
Format	Live sessions via video, bi-weekly, 90 minutes each
Cohort Size	10 – 15 participants (by application only)
Investment	\$2,500 – \$3,500 (see pricing details inside)
Led By	Haraya Del Rosario Gust – Author, Expert EOS Implementer®

Applications open May 2026 | fieldreadyprogram.com

The Problem We're Solving

The gap between promotion and readiness is one of the most expensive, least-addressed problems in talent development. Research consistently shows that the vast majority of first-time managers receive no formal transition support. Most organizations assume the promotion is the finish line. It's actually the starting line.

You see the symptoms: new managers struggling with accountability conversations, teams losing momentum during transitions, engagement scores dropping, good people leaving because their new boss didn't know how to lead. The solutions available today are either too theoretical, too expensive, or too generic to map onto the daily reality of leading people.

What's missing is a structured, practical onboarding system that HR and L&D teams can deploy at scale, that new managers actually use, and that requires minimal ongoing management overhead.

The Solution: A Complete Onboarding Ecosystem

The 90-Day Leadership Field Manual (publishing September 2026) provides structured, day-by-day guidance for first-time people leaders. But a book alone doesn't change organizations. The Field Ready Program certifies the people who do.

The complete ecosystem has four layers, each serving a different stakeholder:

LAYER	RESOURCE	PURPOSE
The New Leader	The 90-Day Leadership Field Manual	Day-by-day structured guidance for the first 90 days
Personal Reflection	The Field Notebook	Captures reflections, plans, and observations mapped to each day
The Supervisor	The Busy Boss' Guide	Minimal-effort guidance for the new leader's boss (3.5 hours across 90 days)
The Organization	Certified Facilitator (You)	Runs 90-day onboarding cohorts at scale inside your organization or with clients

As a Certified Field Ready Program Facilitator, you are the fourth layer — the person who orchestrates the entire ecosystem inside your organization or with your clients. You don't just teach the content. You create the conditions for new leaders to absorb and apply it.

THE FOUNDING COHORT

This is not a pilot. It is a founding partnership. You will receive the complete framework, influence how the certification is designed, and be grandfathered in as a certified facilitator when the program formally launches in 2027.

The Founding Cohort is an 8-week facilitated experience for 10–15 HR, L&D, and leadership development professionals who want to be the first to bring structured 90-day onboarding to their organizations or clients. You won't just learn the framework — you'll begin deploying it, shaping the certification curriculum, and building a professional peer network of facilitators doing the same work.

What Makes This Different from the 2027 Certification

FEATURE	FOUNDING COHORT (2026)	FORMAL CERTIFICATION (2027)
Investment	\$2,500 – \$3,500	\$5,000 – \$7,500
Access to author	Direct — Haraya facilitates every session	Program lead (may not always be Haraya)
Influence on curriculum	Your feedback directly shapes the certification	Participant, not co-creator
Certification status	Grandfathered in at launch	Earned through formal assessment
Founding Facilitator recognition	Named in all program materials	Not available
Published books	10 copies included on launch day	Not included at base tier

Who This Is For

The Founding Cohort is designed for three types of professionals. You don't need to be all three — but you should see yourself in at least one:

HR & L&D Professionals

You're responsible for developing managers in your organization. You may hold a title like HR Manager, L&D Manager, Talent Development Lead, Head of Learning, or Chief People Officer. Your organization promotes people into leadership regularly, and you know the current onboarding isn't enough. You want a structured, repeatable system you can run cohort after cohort.

Executive Coaches & Leadership Consultants

You work with client organizations and want a structured 90-day onboarding program you can offer proactively — before the crisis, not after. The certification gives you a proven methodology, a professional credential, and a new revenue stream that deepens client relationships.

EOS Implementers®

Your clients keep asking how to develop the managers below the leadership team. This framework is the structured onboarding layer for the people your clients promote into their first leadership roles — built by a fellow Expert EOS Implementer who understands the ecosystem.

What You'll Experience

The Cohort Journey: 8 Weeks, 8 Live Sessions

Before the cohort begins, you'll complete a structured reading of the manuscript and an organizational context assessment (approximately 8–11 hours of pre-work spread across three weeks). Then:

#	THEME	YOU WILL...
1	The Ecosystem & Identity Shift	Understand the four-layer system. Learn to facilitate the foundational leadership identity shift. Begin your deployment design.
2	Building Structure & Rhythm	Teach weekly meeting design, one-on-ones, and metrics. Practice coaching a reluctant new leader through resistance.
3	The Supervisor Layer	Master the Busy Boss' Guide. Troubleshoot the three supervisor failure modes. Design your supervisor engagement plan.
4	The Inner Work	Facilitate feedback conversations. Coach through emotional terrain. Learn the boundary between facilitation and therapy.
5	Calibration & Transition Planner™	Build a Transition Planner using a case study. Facilitate the 30-day calibration. Coach the discipline of subtraction.
6	Developing Others	Teach the developmental progression from reliability to ownership. Coach through the re-centralization trap. Facilitate the 60-day checkpoint.
7	Landing the Transition & Measuring Impact	Design the cohort closing experience. Define your success metrics. Build your business case for organizational investment.
8	Consolidation & Certification Design	Present your deployment experience. Give and receive peer feedback. Shape the 2027 certification. Commit to your forward plan.

Between Sessions

This is not a passive learning experience. Between sessions, you'll complete practical assignments that build your deployment plan piece by piece: facilitation practice with a peer partner, supervisor engagement strategy design, measurement planning, and real deployment work with new leaders in your organization or with clients. By Session 8, you won't just understand the framework — you'll have begun implementing it.

What You Receive

- Pre-publication access to the complete 90-Day Leadership Field Manual framework
- The Busy Boss' Guide with facilitator deployment notes
- 8 live sessions with Haraya Del Rosario Gust (author and Expert EOS Implementer®)
- A peer cohort of 10–15 professionals implementing the same framework across different organizations
- Deployment plan templates — supervisor engagement, measurement design, and business case worksheets
- 10 copies of the published book upon release (September 2026)
- Grandfathered certification status when the formal program launches in 2027
- Direct input into certification curriculum design
- Founding Facilitator recognition in all program materials
- Field Ready Network membership — ongoing peer circles, resource library, and community access post-certification

Investment

TIER	INCLUDES	INVESTMENT
Individual Participant	Full cohort experience + 10 books + grandfathered certification + Field Ready Network	\$2,500 – \$3,500
Organizational Sponsor (2 seats)	Two participants from same organization + 25 books + implementation support call	\$4,500 – \$6,000
EOS Community Rate	Individual rate with preferred pricing for active EOS Implementers® and their clients	\$2,000 – \$2,500

A NOTE ON PRICING

Founding Cohort pricing is significantly below the anticipated 2027 certification fee (\$5,000–\$7,500). This reflects the founding partnership — you are shaping the program, not just consuming it. Final pricing within each tier will be confirmed during enrollment conversations.

What We Expect from You

The Founding Cohort is a working partnership, not a passive course. We're looking for participants who will engage fully, contribute honestly, and deploy the framework in their real professional context. Here's what that requires:

- **Time commitment:** Approximately 3–4 hours per session cycle (90-minute session + 60–90 minutes of between-session work). Pre-work requires 8–11 hours spread across three weeks before the cohort begins. Total investment: approximately 35–45 hours over 11 weeks.
- **Attendance:** All 8 live sessions. This is a cohort experience — your presence matters to the group. If you cannot commit to the full schedule, this is not the right cohort for you.
- **Professional context:** A specific organization, client base, or professional practice where you intend to deploy this framework. We're not looking for theoretical interest — we're looking for practitioners who will put this to work.
- **Candor:** The Founding Cohort's purpose is to shape the certification. That means honest feedback about what works and what doesn't. We need partners who will tell us the truth, not just agree politely.
- **Facilitation willingness:** You don't need to be an expert facilitator to apply. But you need to be comfortable leading a group and willing to practice new skills with peers. Prior experience facilitating group learning — even informally — is helpful.

Timeline

WHEN	WHAT HAPPENS
May 2026	Applications open. Enrollment conversations begin.
Early July	Applications close. Cohort confirmed (10–15 participants). Pre-work materials distributed.
Mid July	Pre-work begins (structured reading + organizational assessment).
Late July	Session 1: Cohort begins. Orientation and ecosystem deep dive.
August – September	Sessions 2–7: Live sessions. Implementation begins alongside sessions.
Late September	Session 8: Consolidation, case study presentations, certification design feedback.
September 2026	Book launches. You receive your copies. Practicum deployments continue.
December 2026	Final practicum documentation due. Certification confirmed.

Who Is Behind This

Haraya Del Rosario Gust is the author of *The 90-Day Leadership Field Manual* (publishing September 2026) and an Expert EOS Implementer® and Master Franchisee. She has spent her career working with leadership teams and the managers below them — and has seen firsthand the cost of the gap between promotion and readiness. The Field Ready Program is the system she built to close that gap at scale.

The Founding Cohort is facilitated entirely by Haraya. Every session, every discussion, every piece of feedback flows directly through the person who designed the framework. This level of access is unique to the founding cohort and will not be replicated in future certification cohorts.

How to Apply

The Founding Cohort is limited to 10–15 participants. Admission is by application — not first-come, first-served. We're selecting for diversity of professional context, commitment to deployment, and readiness to contribute as founding partners.

The application takes approximately 15 minutes and asks four things:

- **Your professional background and current role.** Who you are, where you work, and how manager development fits into what you do.
- **Your deployment context.** Where you plan to deploy this framework — a specific organization, client base, or professional practice.
- **Your facilitation experience.** Whether you've led group learning before and what that looked like.
- **Your motivation.** Why this program, why now, and what you hope to accomplish.

After you submit your application, we'll review it within one week and schedule a brief enrollment conversation if there's a mutual fit. The conversation is not a sales call — it's a chance for both of us to confirm that this is the right program at the right time.

READY TO APPLY?

Visit fieldreadyprogram.com to submit your application. Applications open May 2026. Cohort closes when 15 seats are filled. Questions? Reach out directly to Haraya at the contact information on the website.

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