

THE FIELD READY PROGRAM

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.

Founding Cohort — Program Overview

Certifying HR&L&D leaders to deliver structured 90-day onboarding for first-time people leaders

Cohort dates	October 6 – November 24, 2026 (8 weeks)
Format	Live sessions via Zoom — weekly, 90 minutes each
Cohort size	10–15 participants (by application only)
Enrollment closes	September 14, 2026
Investment	\$1,950 — flat global rate · pay in full (\$1,850) or 3 installments (see Investment)
Led by	Haraya Del Rosario Gust — Author, Expert EOS Implementer®

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 treat the promotion as 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. 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 overhead.

The solution: a complete onboarding ecosystem

The 90-Day Leadership Field Manual (publishing September 29, 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 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 (3½ 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. 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 **Q1 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	\$1,950 — flat global rate	\$3,000 Tier 1 · \$1,375 Tier 2
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

HR & L&D professionals

You're responsible for developing managers in your organization — 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® — as Advocates, not participants

Your clients keep promoting people into their first leadership role, and those first 90 days are a lot to take on. The Field Ready Program supports a brand-new leader through them — a practical, day-by-day on-ramp to *How to Be a Great Boss*. You don't enroll or facilitate it yourself — you refer it to your clients, and the client's HR or L&D lead becomes the certified facilitator. It's a way to meet a need your clients keep raising while you stay in your zone of genius with the leadership team. Advocates are a non-paid referral channel — recognized through reciprocity, not revenue share.

Licenses: what you own when you're certified

The credential — **Certified Field Ready Program Facilitator (CFRPF)** — comes in two license types. Both grant the same certification, the same rigor, and the same credential. The difference is who owns it and how it can be used.

	INDIVIDUAL LICENSE	BUSINESS LICENSE
Who owns it	The person — yours to keep	The organization — tied to a company seat
Scope of use	Unrestricted — your own org, your clients, any engagement	Internal only — the company's own new leaders
Portability	Fully portable — goes wherever your career takes you	Stays with the company if the representative leaves
Directory + referrals	Public facilitator directory; organizations seeking facilitators are routed to you	Company directory (an organization with internal capability)
Best for	Coaches, consultants, and HR/L&D building a credential of their own	Organizations building onboarding as an institutional asset

The Business License's defining protection is **replacement rights**: if your designated representative ever leaves, the company keeps the license and sends someone new through certification — so the capability never walks out the door.

IF YOUR COMPANY IS SPONSORING YOUR SEAT

You're not buying a personal credential — you're building your organization's capability to onboard new leaders. With a **Business License**, the certification becomes an institutional asset: it stays with the company even if the representative moves on, and you send a replacement through the next cohort. Your company keeps the materials, the book pricing, and the directory listing — an organizational asset, not a personal one.

For Founding Cohort members: the Individual/Business distinction formalizes with the 2027 launch. You'll be grandfathered as an **Individual License** holder — and if your company sponsored your seat, you can choose to **convert to a Business License** on request. Active status is maintained through an annual Field Ready Network fee once the formal model begins in 2027.

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. 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 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, measurement planning, and real deployment work with new leaders. 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 29, 2026)
- Grandfathered certification status when the formal program launches in Q1 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

Investment

The Founding Cohort is a single flat global rate of **\$1,950** — the same in every market. It is not a regional discount; it's a founding-partner offer, which is why it sits independently of the formal certification rates (Tier 1 \$3,000 / Tier 2 \$1,375). You are shaping the program, not just consuming it.

Two ways to pay

Pay in full — due at enrollment (save \$100)

\$1,850

3 installments — #1 at enrollment (by Sept 14) · #2 on Oct 6 · #3 on Nov 6

3 × \$650

Every option includes the full cohort experience, 10 books, grandfathered certification, and Field Ready Network membership. Your seat is secured when the first payment (or pay-in-full) is received; enrollment closes September 14.

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:

- **Time:** ~3–4 hours per session cycle (90-minute session + 60–90 minutes of between-session work). Pre-work is 8–11 hours across three weeks. Total ≈ 35–45 hours over 11 weeks.
- **Attendance:** all 8 live sessions — this is a cohort, and your presence matters to the group.
- **Professional context:** a specific organization, client base, or practice where you intend to deploy this framework.
- **Candor:** honest feedback about what works and what doesn't — the cohort's purpose is to shape the certification.
- **Facilitation willingness:** you don't need to be an expert facilitator, but you should be comfortable leading a group and willing to practice with peers.

Timeline

WHEN	WHAT HAPPENS
Now – Sept 14	Applications open; enrollment conversations.
Sept 14	Enrollment closes. Cohort confirmed (10–15 participants).
~Sept 15	Pre-work begins (3 weeks: structured reading + organizational assessment).
Sept 29	The 90-Day Leadership Field Manual launches. You receive your 10 copies.
Oct 6 – Nov 24	Sessions 1–8: weekly live sessions (90 min). Deployment begins alongside.
Dec 2026	Final practicum documentation due.
Q1 2027	Grandfathered certification confirmed at formal program launch.

FOUNDING COHORT — VIRTUAL LIVE SESSIONS VIA ZOOM

Eight weekly 90-minute sessions. Times anchor to **7:30 AM US Eastern** (7:30 PM Manila).

SESSION	DATE (MON)	MANILA	US EASTERN
1	Oct 6	7:30 PM	7:30 AM
2	Oct 13	7:30 PM	7:30 AM
3	Oct 20	7:30 PM	7:30 AM
4	Oct 27	7:30 PM	7:30 AM
5	Nov 3	8:30 PM †	7:30 AM
6	Nov 10	8:30 PM †	7:30 AM
7	Nov 17	8:30 PM †	7:30 AM
8	Nov 24	8:30 PM †	7:30 AM

† US Eastern holds at 7:30 AM throughout. When US daylight-saving ends (Nov 1), the Asia/Pacific offset shifts by an hour, so from Session 5 Manila is 8:30 PM (other Asia/Pacific times move similarly). Your exact local time is on your calendar invite. Session 8 falls in US Thanksgiving week (held — no break week).

Who is behind this

Haraya Del Rosario Gust is the author of *The 90-Day Leadership Field Manual* (publishing September 29, 2026), 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

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 about 15 minutes and asks four things: your professional background and current role; your deployment context; your facilitation experience; and your motivation.

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

Ready to apply? Visit **fieldreadyprogram.com** to submit your application. Enrollment closes **September 14, 2026**, or when the cohort fills.