

The business case for sponsoring your new manager

A one-pager for the person approving this: what it costs, what it changes, why now.

Why now

41%

of organisations have eliminated management layers, including the seniors who used to mentor new managers into the job.

12+

direct reports per manager on average, up ~50% since 2013. First roles are bigger than they've ever been.

-42%

middle-management postings vs 2022. You have fewer managers. Each one now carries more of your delivery and retention.

The cost of a botched transition

A first-time manager who struggles doesn't fail quietly. Mixed messages and unresolved tension spread through the team; your strongest engineers disengage first. Industry estimates put the cost of replacing a single engineer at six months' salary or more (before rework and lost momentum). Against that, a \$2,100 program is a rounding error. The question isn't whether to invest in the transition; it's whether you'd rather pay for it deliberately or accidentally.

What the program is

FORMAT

12weeks, six modules, live facilitated cohort capped at 12. No homework. Frameworks applied to their real team the next day.

CURRICULUM

Leading former peers, feedback and hard conversations, 1:1s and career development, team culture, technical strategy, delegation — updated for AI-augmented teams.

INVESTMENT

\$2,100+GST per person (\$1,900 early bird). Group pricing for 3+ Private cohorts available.

What you'll see back

- A 90-day leadership operating plan for their team, visible in week one
- Better 1:1s, feedback and career conversations your engineers will notice
- A manager who delegates and develops people instead of burning out as the team's bottleneck
- A written technical strategy exercise, practised and peer-reviewed
- Retention insurance for the team around them, the people most likely to leave under a struggling manager

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Kaleida helped us create clarity and consistency in what good leadership looks like.

Jennifer Tod • Head of People & Culture

#1

funded training category in 2026:
management & supervisory capability

The question isn't whether to invest in the transition, it's deliberately or accidentally.

Approve the seat, and we'll take it from there: kaleida.team/courses/launch-into-leadership

The email, already written

Copy, personalise the [brackets], send. Two minutes.

Subject: Sponsorship request — Launch into Leadership (12-week program)

Hi [Manager],

I'd like [Company] to sponsor me for Launch into Leadership, Kaleida's 12-week program for engineers stepping into technical leadership.

Why now: [I've just moved into the team lead role / I'm now managing X people, several of whom were my peers / my team has grown after the re-org]. The program is built for exactly this transition: earning authority with former peers, feedback and hard conversations, 1:1s and career development, and delegation across human and AI-assisted work.

What it involves: six modules over 12 weeks, live cohort capped at 12, no homework. Frameworks I apply directly to the team the same week. Sessions are scenario-based, so I'll be working on our actual situations, not case studies.

The cost: \$2,100 + GST (\$1,900 early bird). For context, industry estimates put replacing one engineer at six months' salary or more, this is a fraction of what a rough transition would cost the team.

What you'll see back: a 90-day leadership plan for the team, better 1:1s and feedback straight away, and a written technical strategy exercise. I'll share what I'm applying as we go.

It's run by Kaleida, who specialise in technical leadership. They are regularly used by leaders at Zendesk, Atlassian, Culture Amp and Envato. Next cohorts start [August / September / October]. Course page: kaleida.team/courses/launch-into-leadership

Can we book a few minutes this week to discuss?

Thanks,
[Name]