

The business case for sponsoring this seat

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

Why now

87 / 100

women promoted into first manager roles for every 100 men, the "broken rung." Fewer still for women of colour. It doesn't fix itself.

41%

of organisations have cut management layers. Fewer promotions, each more contested. High performers without advocacy get passed over.

~25%

of AI roles are held by women. The rooms deciding your org's next decade are being filled now, your best people should be in them.

The cost of doing nothing

Mid-career is where organisations lose their senior women, most often citing lack of advancement, not lack of ambition. By the time it shows up as a resignation, it's been building for a year. Industry estimates put replacing an experienced engineer at six months' salary or more, and losing a senior woman also costs you the pipeline signal to every woman watching how the org treats her. Against that, a \$2,100 program is the cheapest retention and pipeline intervention available. You can build the leadership pipeline deliberately, or handle the resignation reactively.

What the program is

FORMAT

12 weeks, six modules, live facilitated cohort capped at 12 women and non-binary technologists. No homework, applied to their real role the same week.

CURRICULUM

Career planning, influence and visibility, sponsors vs mentors, team culture, communication and feedback, technical strategy, closing with a 12-month action plan. Built for technical careers, not adapted corporate training.

INVESTMENT

\$2,100+ GST per person (\$1,900 early bird). Private cohorts available for organisations building their pipeline at scale.

What you'll see back

- A written career plan they'll share with you; strengths, gaps, and a development route you can support in 1:1s
- A clearer, more visible contributor: strategy work, stakeholder communication, deliberate glue-work choices
- A concrete 12-month action plan; your career conversations get an agenda
- A retention signal every woman in your org notices
- A stronger internal pipeline for the promotions you'll need to make anyway



The training helped me create a structured plan to improve my management skills. I highly recommend this program to anyone interested in becoming a manager.

Maria Ximena Acuña · Ferocia

Cohort of 12

a durable peer network of women in technical leadership

Build the pipeline deliberately, or handle the resignation reactively.

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

The email, already written

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

Subject: Sponsorship request — Women in Technical Leadership (12-week program)

Hi [Manager],

I'd like [Company] to sponsor me for Women in Technical Leadership, Kaleida's 12-week program for women and non-binary technologists building toward (or growing into) leadership.

Why now: [I want a deliberate plan for my next step / I've taken on more leadership scope recently / I want to grow my influence and visibility beyond my team]. The program is built around exactly that: a written career plan, building influence and sponsorship, strategy and stakeholder communication, closing with a 12-month action plan.

What it involves: six modules over 12 weeks, live cohort capped at 12, no homework. Frameworks I apply directly in my role the same week. It also builds a lasting peer network of women in technical leadership.

The cost: \$2,100 + GST (\$1,900 early bird). For context, industry estimates put replacing an experienced engineer at six months' salary or more. This is a fraction of that, invested before it matters.

What you'll see back: a career plan I'll share with you so our 1:1s and career conversations have a concrete agenda, more strategic and visible contributions from me, and a 12-month development plan aligned with the team's needs.

It's run by Kaleida, who specialise in technical leadership. They regularly work with by leaders at Zendesk, Atlassian, Culture Amp and Envato. Next cohorts start [September / November]. Course

page: kaleida.team/courses/women-in-technical-leadership

Can we book a few minutes this week to discuss?

Thanks,
[Name]