

Fearless Life

FOR ENGINEERING TEAMS

Keep your best engineers. Turn them into leaders.

A 90-day retention and performance program for engineering orgs. Live coaching that turns your strongest, quietest engineers into people who speak up, influence, and lead.

THE HIDDEN COST

Your quietest engineers are often your most expensive.

- The design review where the best idea never got said.
- The senior engineer who freezes in cross-functional meetings.
- The IC who stops advocating for promotion, then stops showing up.

Replacing one mid-level engineer costs **\$85,000 to \$150,000**. The ones who leave quietly are often your strongest introverts. They do not leave over pay. They leave because they feel stuck and unseen.

WHY NOW

AI is changing which engineers are worth keeping.

39%

of core job skills change by 2030 (WEF Future of Jobs 2025)

74%

of tech employers rank soft skills as high as technical knowledge

-55%

junior dev hiring since 2019, as seniors are stretched with AI

The code is becoming table stakes. The human is the edge. The companies that build this into their engineers keep the talent everyone else is about to fight over.

THE GAP NOBODY FILLS

Everyone serves managers, or therapy. Nobody serves the engineer.

COACHING PLATFORMS

BetterUp, Valence

Built for managers and executives.
Not the individual contributor.

MENTAL HEALTH

Lyra, Spring Health

Clinical, condition-focused. Crisis tools, not growth.

CONTENT APPS

Headspace, Calm

Passive libraries that mostly sit unused.

Fearless Life for Engineering Teams is the only program built for the IC software engineer, addressing the exact thing that holds them back.

THE PROGRAM

A 90-day cohort for your engineers. Four components.

CORE 1

The Fearless Cohort

Weekly live group coaching with Yair. Hot-seat format. The part no app or course can replace.

CORE 2

The Fearless Method

The full curriculum, reframed for engineering reality. Diagnose, dismantle, integrate.

CORE 3

Fearless Missions

A real action at work each week, with a debrief. The engine of observable change.

CORE 4

Cohort Community

A private space between calls to get backed by peers who understand the fight.

Plus Guided Growth early access, a voice-first daily reflection app, included free as a bonus. Coaching is the product.

RESULTS

What clients have actually done.

T

Travis

Pitched a team restructure to his manager

"I would never have raised my hand before."

M

Mathew

Presented twice to senior principals

"The exact rooms I used to avoid."

I

Isaac

Mentored a peer on stage

"A year ago I would not have been in the building."

Built on the method behind hundreds of client transformations.

THE BUSINESS CASE

One retained engineer pays for the program.

At a cohort of 12, the cost is a fraction of one mid-level departure (\$85K to \$150K). Retain one engineer who would have left, and it has paid for itself. The performance lift is on top.

- ✓ Participation rate (EAPs sit at 3 to 5%)
- ✓ Confidence and speak-up shift, pre and post
- ✓ Real workplace missions completed
- ✓ Manager-observed communication change
- ✓ IC promotion-readiness movement

Reported in aggregate. Individual coaching content stays private to each engineer.

INVESTMENT

Priced per participating engineer.

PILOT

\$5,000

flat, up to 12, 6 to 8 weeks

- › One cohort, agreed success metric
- › Credited toward an annual contract

CORE

\$1,200

per engineer / year

- › Full 90-day cohort, all four cores
- › App access, lifetime replays
- › Aggregate outcome reporting

FULL

\$1,800

per engineer / year

- › Everything in Core
- › The Manager Track
- › Quarterly People review

Most teams start with a pilot. Minimum one cohort of 8 to 15 engineers.

START WITH ONE TEAM

A pilot, a success metric, and a real look at what changes.

The first call is a qualification conversation, not a sales pitch. We find out if your team is the right fit and whether a pilot makes sense. No commitment.

[Book a call](#)

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