

Stop losing your strongest engineers to silence.

A 90-day coaching program that turns technically excellent, quietly stuck engineers into people who speak up, influence, and lead. Better retention, stronger communication, a real path from IC to senior.

THE HIDDEN COST TO YOUR ORG

- 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 \$85K to \$150K, and 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

39%

of core skills change by 2030 (WEF 2025)

74%

of tech employers rank soft skills as high as technical

-55%

junior dev hiring since 2019, seniors stretched with AI

As AI absorbs the routine coding, the human skills decide who advances. The code is table stakes. The human is the edge. The companies that build this in their engineers keep the talent everyone else is about to compete for.

THE BUSINESS CASE

One retained engineer pays for the program.

At a cohort of 12, the cost is a fraction of a single mid-level departure. Retain one engineer who would have left, and it has paid for itself. We report back, in aggregate:

- ✓ Participation rate (EAPs sit at 3 to 5%)
- ✓ Confidence and speak-up shift
- ✓ Real workplace missions completed
- ✓ Manager-observed change

Individual coaching content stays private to each engineer. You see aggregate movement only.

WHAT YOUR ENGINEERS GET

The Fearless Cohort

Weekly live group coaching with Yair, 90 days.

Fearless Missions

A real action at work each week, with debrief.

The Fearless Method

Curriculum framed for engineering reality.

Cohort Community

A private space to get backed between calls.

Plus Guided Growth early access, a voice-first daily reflection app, as a bonus.

INVESTMENT

Pilot \$5,000 flat, up to 12 engineers, credited if you continue · **Core** \$1,200 / engineer / year · **Full** \$1,800 / engineer / year. Most teams start with a pilot.

THE PROOF IS WORKPLACE OUTCOMES

Engineers who avoided it for years started **pitching team restructures** and **presenting to senior principals**, after the program, not before.

From a library of real client transformations. Hundreds of clients. Coaching led by Yair Amsel.

Start with one team.

A pilot with a success metric agreed up front. It converts, or it hands you a case study.

[Book a call](#)