

The business case for developing your managers

What it costs, and what it has to prevent to pay for itself.

BEFORE YOU COMMIT

Try it with ten people, free

Four weeks. No card, no contract.

Your managers were promoted because they were good at the work. Almost none of them were taught how to lead the people doing it. That gap shows up as turnover, avoided conversations, and change that stalls in the middle, all of which carry a cost you are already paying.

\$349

per person, per year
Unlimited courses

30 min

live, once a week
Plus a workplace assignment

77

courses in the catalog
One Development Pro assigned

WHAT YOU'RE ACTUALLY BUYING

Not a video library

- **A live session, every week.** Thirty minutes with a real facilitator and a small group of managers.
- **Bridgework between sessions.** A real assignment each manager completes with their own team.
- **A Development Pro.** One person who follows up personally when someone goes quiet, and reports on who engaged.
- **Nothing to build or administer.** No curriculum to write, no facilitators to book, no LMS to run.

THE ARITHMETIC

What it has to prevent to pay for itself

Leadership Edge Live is **\$349 per person per year** for unlimited courses. For forty managers that is **\$13,960 a year**. Gallup puts the cost of replacing an employee at **one-half to two times their annual salary**. On a manager earning \$70,000, that is **\$35,000 to \$140,000** every time one walks out the door.

So the break-even question is not whether this works. It is whether it prevents a fraction of one departure. **At forty managers, it pays for itself if it prevents less than half of one.**

Managers	Annual investment	Must prevent (at \$35,000)	Must prevent (at \$140,000)
10	\$3,490	0.10	0.02
25	\$8,725	0.25	0.06
40	\$13,960	0.40	0.10
75	\$26,175	0.75	0.19
150	\$52,350	1.50	0.37

Illustration only, built from our published price and Gallup's published replacement-cost range. It is not a result we are promising.

Sources: Gallup, *State of the American Manager* (2015), on manager impact on team engagement. Gallup (2019), on employee replacement cost.