



Professional Development Proposal

EM Accelerator membership: a structured programme for engineering managers and leaders

FOR L&D APPROVAL

Membership: monthly or annual

RECOMMENDED BY LEADERS WITH EXPERIENCE AT



Google



GitHub

ORACLE

BBC

yahoo!

Walmart

DeepL

HelloFRESH



fastly

HBO

01 What it is

EM Accelerator is a membership for engineering leaders, billed monthly or annually. It helps them confidently handle the people-management situations they would normally avoid, delay, or overthink: feedback, difficult conversations, 1:1s, delegation, setting expectations, and the team situations that have no obvious right answer.

It is a membership, not a one-off course. Self-paced training, expert interviews, deep-dive articles, Q&A answers and new modules are added every month, alongside a private peer community, so the material keeps pace with the situations members are actually facing.

It is delivered online and is designed to fit around a full-time role, so there is no time away from work and no travel cost. It is run by Ryan Murphy, who has nearly twenty years in software engineering and built and led engineering teams at Yelp. He is a six-time top-rated instructor at Dometrain, served two years on the LeadDev programme committee, speaks at LeadDev and CTO Craft, and writes to an audience of over 80,000 engineers and engineering leaders each week.

02 The business case

Getting the people side of management wrong is expensive, and most of that cost never appears as a line item. The mistakes are quiet ones: a difficult conversation delayed until it becomes a resignation, a strong engineer whose 1:1s stopped being useful and who starts looking elsewhere, a manager who keeps doing the technical work themselves and becomes the bottleneck for the whole team.

Any one of those costs the business significantly more than a year of this membership. Replacing a single mid-level engineer typically runs to several months of their salary once recruitment, notice, ramp-up and lost delivery are counted. A performance issue left to run for two quarters costs more again. The business is already carrying that risk. The membership is the small, predictable cost of reducing it.

Approval is low-risk, because the risk sits with us. Membership can be cancelled within the first 14 days if it is not the right fit, with no hard sell and no hoops. And if a member follows the work for 30 days and still does not feel able to handle these situations more confidently, they get four weekly 1:1 sessions at no extra cost.

The comparison that matters: A year of this membership costs significantly less than a fortnight of a single engineer's salary. Replacing that engineer when they leave costs months of it.

Approval is low-risk because the cost is predictable and small: \$79 a month, or \$790 for the year (two months free versus paying monthly).

03 What is included

Core programme

A structured foundation covering everything the role requires.

- ◆ Seven premium, professionally edited, self-paced video modules with hours of learning, and new courses added at least every six months.
- ◆ A worksheet and template bundle: one-to-one documents, listening-tour templates, prioritisation matrices and review formats, with video walkthroughs.
- ◆ An AI management simulator for rehearsing the conversations that matter: feedback, underperformance, conflict, and managing up. Members practise against a realistic AI that reacts to how they handle it, get a coaching debrief on what worked and what to change, and can do it again before facing it for real with their own team.

Ongoing development

A continuous learning layer that keeps members current throughout the year.

- ◆ Monthly long-form deep-dive articles written for practitioners.
- ◆ Monthly live office hours.
- ◆ A searchable Q&A library: real questions from working managers, answered on video and added to every month.
- ◆ An expert interview series with senior engineering leaders from companies including Google, Meta, GitHub and HBO, with a new interview added every month.
- ◆ New content added regularly, with lifetime updates for the duration of membership.

INTERVIEWING LEADERS WITH EXPERIENCE AT



Community and access

The people in the room, and direct access to the person running it.

- ◆ A private peer community of practising engineering managers at every level.
- ◆ Direct access to Ryan: members can message him directly at any time for help with a specific problem, decision or question they are facing in their role.

INVESTMENT

\$790
PER YEAR
or \$79/month

Full access, billed annually or monthly.

Everything listed above, on the membership. The annual plan is two months free versus paying monthly, and best suited to a training budget. An invoice or receipt suitable for expense and reimbursement is provided for finance.

Annual members keep the EM Playbook course forever, even after membership ends.

Prefer just the course? The EM Playbook is also available on its own as a one-off \$349 purchase, yours to keep forever (course content only, no membership extras).

Next step

Once approved, enrolment takes a few minutes at emaccelerator.com. An invoice or receipt suitable for expense and reimbursement is provided for finance. For any questions on billing, invoicing or team enrolment, contact ryan@emaccelerator.com.