



The ^AEffect

Helping ambitious women
in business thrive since 2015,
thanks to unique programs
that combine inspiration and action.

100 Days to Develop Your Full Potential!

- ✓ You're ambitious but don't feel you're getting the recognition you deserve?
- ✓ Your professional situation isn't progressing as quickly as you'd like?
- ✓ You want to rise to the next level but don't know how?
- ✓ You've got ideas for your organization that are not always heard?
- ✓ You want to gain confidence in your current role?

Programs to Accelerate Your Professional Development

COMMUNICATE YOUR AMBITION

Ambition Challenge

Défi 100 jours (in French)

Own your ambition, express it,
and propel your career.

You've got at least 5 years of experience
on the job market (management or not)?

- ✓ Boost your confidence;
- ✓ Learn risk-taking;
- ✓ Exert your influence.

Impacts of the programs

89 %

of Ambition
Challenge graduates
exhibit more self-
confidence

82 %

of Ambition Challenge
graduates got either a
promotion or new
responsibilities in the
year following the
program.

Join an exclusive network of ambitious women like you!

QUESTIONS?

Contact us: info@the-a-effect.com

North America:
Europe:

+1 438 499 0147
+33 7 82 47 55 20

In 100 Days, Make Lasting Changes to Your Behaviour

The A Effect's professional development programs are based on a methodology designed with experts in behavioural transformation.

Inspiring Leaders

Get inspired and look ahead thanks to a variety of leadership models.

Introspection and Action

Adopt new introspective practices and take action by challenging yourself.

Network of Allies

Grow as part of a community to better advance and gain more perspective.

100 Days of Microlearning

Retain program information more effectively thanks to information being split up and repeated.

Virtual Programs That Combine Introspection and Action



Weekly solo activities on the online platform (introspection, videos, activities, readings).



Workshops to engage with inspirational leaders and work in groups.



Important interviews to discover the key moments that have shaped leaders' careers.



Small group meetings to discuss and develop through contact with peers.

What They Think

« The Ambition Challenge was a turning point in my professional career. It helped me to perform better in my environment, with more security and confidence, and to be aware that I can generate a change in my organization, starting from myself with preparation and confidence. »

-MARIANA, AMBITION CHALLENGE, FALL 2024

« Before the program, I just started to lead a team. I was kind of nervous about how to manage it while meeting many deadlines. With the program, I have built my confidence and communicated promptly with my team members for some issues. Now I am very confident that I can manage a large team. »

-SIMONE, AMBITION CHALLENGE, SPRING 2022

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Ambition Challenge Schedule

Spring 2025

March 7 to June 14

Activity	Objectives	Dates et Times
Pre-launch period Introduction card	<ul style="list-style-type: none"> Evaluate your behaviours and mindset Reflect on your professional ambition to decide on a challenge 	March 7 to 13
Official launch	<ul style="list-style-type: none"> Understand the program goals and sequence Clarify your challenge and learn to socialize it 	Thursday, March 13 11:00 a.m. to 12:00 p.m. (Toronto) 4:00 p.m. to 5:00 p.m. (Paris)
Workshop 1 Confidence	<ul style="list-style-type: none"> Deepen your self-awareness Understand the professional benefits of stepping out your comfort zone Develop a growth mindset 	Choose the date that suits you best, depending on your location:
Thursday, March 27 <i>Americas, Europe, Africa</i>  What time will that be for me?	OR	Thursday, March 27 <i>Europe, Africa, Middle East, Asia-Pacific</i>  What time will that be for me?
In-Depth Interview Confidence	<ul style="list-style-type: none"> Interview with a leader on essential strategies for developing and strengthening your confidence throughout your career. Live Q&A session 	Thursday, April 10 11:00 a.m. to 12:00 p.m. (Toronto) 5:00 p.m. to 6:00 p.m. (Paris)
Workshop 2 Take Strategic Risks	<ul style="list-style-type: none"> Learn how to take risks on a regular basis to propel your ambition Develop best practices in negotiation for your organization and for yourself 	Choose the date that suits you best, depending on your location:
Tuesday, April 29 <i>Americas, Europe, Africa</i>  What time will that be for me?	OR	Tuesday, April 29 <i>Europe, Africa, Middle East, Asia-Pacific</i>  What time will that be for me?
In-Depth Interview Risk-Taking	<ul style="list-style-type: none"> Interview with a leader on the essentials of risk-taking throughout her career. Live Q&A session 	Thursday, May 15 11:00 a.m. to 12:00 p.m. (Toronto) 5:00 p.m. to 6:00 p.m. (Paris)
Workshop 3 Influence	<ul style="list-style-type: none"> Actively cultivate your influence Identify and strengthen your key relationships 	Choose the date that suits you best, depending on your location:
Tuesday, May 27 <i>Americas, Europe, Africa</i>  What time will that be for me?	OR	Tuesday, May 27 <i>Europe, Africa, Middle East, Asia-Pacific</i>  What time will that be for me?

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Spring 2025

March 7 to June 14

Activity	Objectives	Dates et Times
The 100 Days Summary Final Cards	<ul style="list-style-type: none">• Consolidate your learnings• Learn to celebrate your successes• Build on the momentum of the 100 days to continue your development and reach your objectives beyond the Ambition Challenge	May 30 to June 14

Triad Meetings

Objectives

- Deepen program learnings with fellow triad members
- Encourage collaboration and self-improvement through a network of participants

1	2	3	4	5 (optional)
Between March 13 and 23	Between March 28 and April 8	Between April 18 and 29	Between May 9 and 18	Between May 21 and June 14

All events are virtual

Notes :

Dates and times are subject to change.

Events are broadcast live but also recorded and posted on the learning platform within 48 hours of their livestream.