



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.

OWN YOUR LEADERSHIP

Leadership Challenge

Défi Leadership (in French)

Transform your strategic posture and contribute to your organization's goals.

You've got at least 5 years of experience as a leader?

- ✓ Develop greater self-awareness to lead with confidence.
- ✓ Communicate authentically and with impact,
- ✓ Expand your network to enhance your strategic vision.

Impacts of our 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.

74 %

of Leadership Challenge participants' teams are increasingly mobilized and engaged,

87 %

of Leadership Challenge graduates aspire to actively contribute to the future direction of their organization,

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

« 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

« The Leadership Challenge gave me the tools and network to get through day-to-day crises and rushes. I got to know myself again, developed my self-confidence, and rediscovered my curiosity and creativity. I was given unique advice by connected, passionate women experiencing issues similar to mine. »

- CATHERINE, DÉFI LEADERSHIP, FALL 2020

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

Ambition Challenge Schedule

Spring 2025

March 7 to June 15

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:
Wednesday, March 26 <i>Americas, Europe, Africa</i> 	8:30 a.m. to 10:00 a.m. Vancouver 11:30 a.m. to 1:00 p.m. Toronto 4:30 p.m. to 6:00 p.m. Paris	Thursday, March 27 <i>Europe, Africa, Middle East, Asia-Pacific</i> 
	OR	
		8:00 a.m. to 9:00 a.m. Paris 12:30 p.m. to 1:30 p.m. New Delhi 3:00 p.m. to 4:00 p.m. Shanghai
		What time will that be for me?
Web conference 1 Confidence	<ul style="list-style-type: none"> Interview with a leader on essentials 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:
Wednesday, April 23 <i>Americas, Europe, Africa</i> 	8:30 a.m. to 10:00 a.m. Vancouver 11:30 a.m. to 1:00 p.m. Toronto 5:30 p.m. to 7:00 p.m. Paris	Thursday, April 24 <i>Europe, Africa, Middle East, Asia-Pacific</i> 
	OR	
		8:00 a.m. to 9:00 a.m. Paris 11:30 a.m. to 12:30 p.m. New Delhi 2:00 p.m. to 3:00 p.m. Shanghai
		What time will that be for me?
Web conference 2 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>Europe, Africa, Middle East, Asia-Pacific</i> 	8:00 a.m. to 9:00 a.m. Paris 11:30 a.m. to 12:30 p.m. New Delhi 2:00 p.m. to 3:00 p.m. Shanghai	Wednesday, May 28 <i>Americas, Europe, Africa</i> 
	OR	
		8:30 a.m. to 10:00 a.m. Vancouver 11:30 a.m. to 1:00 p.m. Toronto 5:30 p.m. to 7:00 p.m. Paris
		What time will that be for me?

Ambition Challenge Schedule

Spring 2025

March 7 to June 15

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 15

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 15

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.

Programmation Défi 100 jours Amérique du Nord - Europe

Printemps 2025 Du 7 mars au 15 juin

Activités	Objectifs	Dates et heures
Période de préancement Carte d'introduction	<ul style="list-style-type: none"> • Autoévaluer ses comportements et sa posture mentale • Réfléchir à son ambition professionnelle afin de se fixer un défi 	Du 7 au 13 mars
Lancement officiel	<ul style="list-style-type: none"> • Réfléchir à son ambition professionnelle afin de se fixer un défi • Comprendre les objectifs et le déroulement du programme • Préciser son défi et apprendre à le socialiser 	Jeudi 13 mars de 9h à 10h (QUÉBEC) de 14h à 15h (FRANCE)
Atelier 1 Confiance	<ul style="list-style-type: none"> • Affiner sa connaissance de soi • Comprendre les bénéfices professionnels de sortir de sa zone de confort • Développer sa posture mentale de croissance 	Jeudi 27 mars de 9h à 10h30 (QUÉBEC) de 14h à 15h30 (FRANCE)
Webconférence 1 Confiance	<ul style="list-style-type: none"> • Entretien avec une leader sur les éléments essentiels pour développer et renforcer sa confiance tout au long de sa carrière. Période de questions en direct 	Jeudi 10 avril de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Atelier 2 Négociation	<ul style="list-style-type: none"> • Développer les meilleures pratiques de la négociation pour son organisation et pour soi 	Jeudi 24 avril de 9h à 10h30 (QUÉBEC) de 14h à 15h30 (FRANCE)
Webconférence 2 Prise de risques	<ul style="list-style-type: none"> • Entretien avec une leader sur les éléments essentiels quant à la prise de risque tout au long de sa carrière. Période de questions en direct 	Jeudi 15 mai de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Atelier 3 Influence	<ul style="list-style-type: none"> • Développer activement son influence • Cibler et consolider ses relations 	Jeudi 27 mai de 9h à 10h30 (QUÉBEC) de 15h à 16h30 (FRANCE)
Retour sur les 100 jours Dernières cartes	<ul style="list-style-type: none"> • Consolider ses acquis • Apprendre à célébrer ses succès • Exploiter l'élan des 100 jours pour continuer à se développer et atteindre ses objectifs au-delà du Défi 	Du 30 mai au 15 juin

Tous les événements sont virtuels.

Rencontres de triade

Objectifs

- Approfondir les apprentissages du programme avec ses collègues de triade
- Encourager la collaboration et le dépassement de soi grâce à un réseau de participantes

1	2	3	4	5 (facultative)
Entre le 13 et le 23 mars	Entre le 28 mars et le 8 avril	Entre le 18 et le 29 avril	Entre le 9 et le 18 mai	Entre le 21 mai et le 15 juin

Notes :

Dates et heures sous réserve de modification.

Les événements sont diffusés en direct. Ils sont aussi enregistrés et disponibles dans un délai de 48 heures à partir de la plateforme L'effet A.

Des questions avant de vous inscrire ? Consultez la [FAQ](#) ou écrivez-nous à info@effet-a.com.

Des questions pendant le parcours ? Consultez le [Guide de la participante](#) ou écrivez-nous à experience@effet-a.com!