



Your parity partner

- ✓ **Develop your pools of female talent** and the next generation of leaders
- ✓ **Build engaged, high-performing teams** while working towards your DEI goals
- ✓ **Bolster your employer brand** by supporting a culture of female talent development

The A Effect

Our uniquely designed training programs have been propelling women's careers since 2015.

17 000 +

ambitious graduates
from 26 countries

50 +

inspiring leaders
known world-wide

100 +

business partners
from Europe and North America

Our unique approach combines science, data and on-the-job learning



Behavioral science

for the sustainable integration of high-impact behaviours



On-the-job learning

to encourage rapid implementation within the workplace



Tailored support

to maximize impact before, during and after our training programs



Data-based growth

to measure progress and encourage continuous growth



Engaged communities

to learn from peers and leaders, and to network with women from multiple industries

Over 100 global partners mobilized



The A Effect is a true accelerator in encouraging ambitious women to take on leadership positions.

It serves as an accelerator for employee retention and a career booster for women.

Caroline de Grandmaison
President France and Luxembourg, CGI

Two distinct training programs to bolster all careers

Ambition Challenge

Défi 100 jours (in French)

Communicate your ambition

For collaborators and new managers who want to better embrace and communicate their ambition, enabling them to increase their impact in their roles.

- ✔ **Self-confidence** to clearly present ideas and seize new opportunities
- ✔ **Risk-taking** to foster innovation and develop negotiation skills
- ✔ **Influence** to strengthen collaboration, boost performance, and develop business networks

Leadership Challenge

Défi Leadership (in French)

Transform your strategic stance

For mid-level leaders who want to transform their strategic stance in order to elevate their team and contribute to the organization's key challenges

- ✔ **Confidence** to expand your understanding of your team's impact and your organization's key challenges
- ✔ **Curiosity** to reach new levels of understanding and foster new solutions
- ✔ **Credibility** to assert ideas and showcase team strengths with conviction in uncertain times



Mari McClure

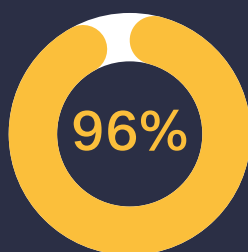
Fall 2024 mentor

Offering valuable insights into field experience and a comprehensive understanding of the middle manager role, to directly align participants' experiences with their professional environment.

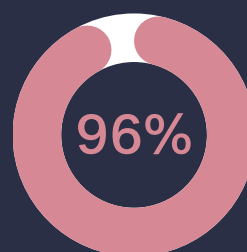
Measured and sustainable impacts



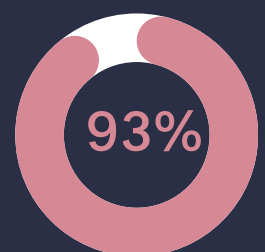
HAVE TAKEN ON NEW RESPONSIBILITIES FOLLOWING THE PROGRAM



STILL PRACTICE THE BEHAVIOURS ACQUIRED DURING THE PROGRAM



CONSIDER THEIR LEADERSHIP TO BE MORE IMPACTFUL SINCE THE PROGRAM



ARE MORE ATTENTIVE TO DEVELOPMENT OPPORTUNITIES FOR THEIR TEAMS

Surveys conducted 12-18 months after the Ambition Challenge and Leadership Challenge programs

Call upon our expertise

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the-a-effect.com/training

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Ambition Challenge/Défi 100 jours

2 yearly cohorts

MARCH

SEPTEMBER

Leadership Challenge/Défi Leadership

1 yearly cohort

SEPTEMBER