



## 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.

**24 000 +**  
ambitious graduates  
from 70 countries

**50 +**  
inspiring leaders  
known world-wide

**150 +**  
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 150 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

# Ambition Challenge

*Défi 100 jours (in French)*

## Communicate your ambition

2 yearly cohorts

MARCH

SEPTEMBER

- For employees and new leaders
- Minimum 5 years' experience
- Intent: to better assume and communicate their ambitions
- Goal: increase their impact in their organization



**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

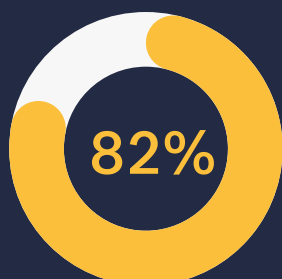


The Ambition Challenge program has really helped me build confidence and recognize the unique strengths and perspectives that I can bring to the table. The challenge motivated me to go above and beyond my current role.

**-Zelina Frigan**

Business Development Bank of Canada

## Measured and sustainable impacts



HAVE TAKEN ON NEW RESPONSIBILITIES FOLLOWING THE PROGRAM



STILL PRACTICE THE BEHAVIOURS ACQUIRED DURING THE PROGRAM

Surveys conducted 12-18 months after the program

## Call upon our expertise

[entreprise@effet-a.com](mailto:entreprise@effet-a.com)

[the-a-effect.com/training](http://the-a-effect.com/training)

Canada : +1 438 499-0147

Europe : +33 7 82 47 55 20

# Leadership Challenge

*Défi leadership (in French)*

## Transform your strategic stance

2 yearly cohorts

MARCH

SEPTEMBER

- For middle managers (department head, director, senior director, etc.)
- With a minimum of 5 years' experience in team management
- In medium to large companies, with a willingness to transform their strategic posture to elevate their team and contribute to the organization's key issues



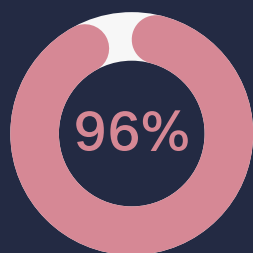
Fall 2025 mentor

To come

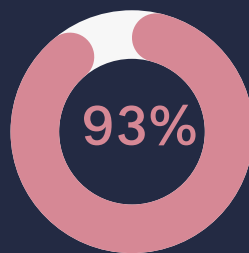
### An empowering mentor

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



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 program



**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



The Leadership Challenge is an experience that allows us to connect with what's important to us, capitalizing on our strengths and ambitions. Well-structured, effective, inspiring and collaborative, this program will take you as far as you dare to go.

-Nadia Ivanova

Administration portuaire  
de Montréal

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## Ambition Challenge

*Défi 100 jours (in French)*

### Communicate your ambition

**For professional single contributors and new Managers**

who want to increase their impact in their current roles and prepare for an increased scope of responsibilities

-  **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 middle Managers**

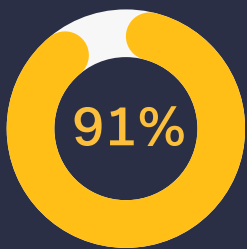
who want to transform their strategic stance in order to elevate their teams and contribute to the organization's global strategy

-  **Confidence** to expand her personal and her team's contribution beyond her current field of expertise
-  **Curiosity** to reach new levels of understanding and foster new solutions to contribute to the organization's macro strategy
-  **Credibility** to assert ideas and showcase her team's strengths with conviction to an executive audience

### +An empowering 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.

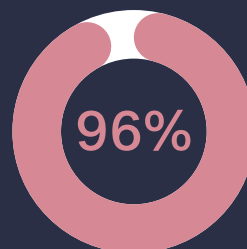
### Measured and sustainable impacts



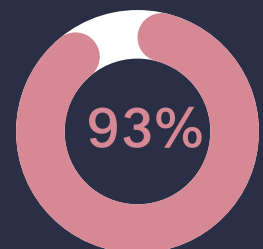
ACCEPT NEW MANDATES OR PROJECTS, EVEN OUTSIDE THEIR COMFORT ZONE



KEEP DEMONSTRATING 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

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### Ambition Challenge/Défi 100 jours

2 cohorts per year

MARCH

SEPTEMBER

### Leadership Challenge/Défi Leadership

2 cohorts per year

