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**RE: This spring, (Company name) is participating in the Leadership Challenge of The A Effect**

(Company name) is proud to announce its participation in the newest cohort of the [**Leadership Challenge**](https://the-a-effect.com/training/leadership-challenge/) **of The A Effect** taking place this spring 2025.

(Section to be adapted: how does this initiative fit into your organization, and what are your objectives?) As you know, the complexity of the issues faced by organizations makes it more necessary than ever to leverage the best available talents. It has been shown that companies with gender balance at all levels have better economic performance thanks to a greater diversity of opinions and talents. So, contributing to our female employees’ development is a priority for us.

**Program Objective**

The Leadership Challenge prepares middle managers to maximize their impact as team spokespeople and interpreters of organizational issues. Thanks to adopting new behaviours, they improve their expertise with strategic conversations, and elevate their leadership.

**A 100-Day Online Experience**

The program offers a unique methodology based mainly on microlearning, the shift from introspection to action, squad and network co-development meetings, as well as the presence of world-class leaders. A mentor also accompanies participants (new in 2024) and this fall, the role will be filled by Sophie Brochu, former CEO of Hydro-Québec.

**Participation Criteria**

* Hold a management role for a minimum of 5 years
* Demonstrate a keen interest in growing and maximizing their impact within their company
* Be able to devote 2 to 3 hours per week to the program

(Section to be adapted to your company’s own selection process) **Interested in participating in the Leadership Challenge? Thinking of a leader in your organization who might be interested?** Contact us before (deadline) to learn more about the selection criteria and registration process.

In the meantime, have a look at the [**Candidate's Guide**](https://web.effet-a.com/hubfs/Outils%20DDA-SC/TheAEffect_Candidate-Guide_Schedule_Spring.pdf), for program goals and methodology, as well as the detailed schedules.

See you soon,

(Your signature)