



The A Effect

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

Défi Leadership

(in French only)

Lead your teams with impact
and leave a lasting mark.

**You're a manager with a team
of at least five persons?**

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

Impacts of the Ambition Challenge

86 %

of participants say
they have taken
initiatives to lead
a new project*.

*2020, Léger and
The A Effect

89 %

of participants say
they have more
self-confidence*.

96 %

of participants
have applied what
they've learned*.

75 %

have gotten a raise or
promotion within a year
of their program**.

**2022, The Globe and Mail
and The A Effect

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:

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+33 7 82 47 55 20

Ambition Challenge Schedule

Spring 2024

March 8 to June 14

Activity	Objectives	Date and Time Eastern Time: ET Central Europe Time: CET
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 8 to 13
Official launch	<ul style="list-style-type: none"> Understand the program goals and sequence Clarify your challenge and learn to socialize it 	Wednesday, March 13 9:00 a.m. to 10:00 a.m. ET 2:00 p.m. to 3:00 p.m. CET
Workshop 1 Boost Your Confidence	<ul style="list-style-type: none"> Refine your self-knowledge Understand the professional benefits of getting out of your comfort zone Develop your growth mindset to step out of your comfort zone 	Wednesday, March 27 9:00 a.m. to 11:00 a.m. ET 2:00 p.m. to 4:00 p.m. CET
Web conference 1 A Matter of Confidence	<ul style="list-style-type: none"> Get inspired by a great leader to build your confidence and solidify it throughout your career. Live question period 	Thursday, April 11 9:00 a.m. to 10:00 a.m. ET 3:00 p.m. to 4:00 p.m. CET
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 	Wednesday, May 1st 9:00 a.m. to 11:00 a.m. ET 3:00 p.m. to 5:00 p.m. CET
Web conference 2 A Matter of Influence	<ul style="list-style-type: none"> Get inspired by the career of a great leader to develop your influence and your internal network. Live question period 	Tuesday, May 14 9:00 a.m. to 10:00 a.m. ET 3:00 p.m. to 4:00 p.m. CET
Workshop 3 Expand Your Influence	<ul style="list-style-type: none"> Hone your communication for more impact Learn how to put networking techniques into practice Develop more than a network: your community 	Wednesday, May 29 9:00 a.m. to 11:00 a.m. ET 3:00 p.m. to 5:00 p.m. CET
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 31 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 14 and 24	Between March 29 and April 9	Between April 19 and 30	Between May 10 and 19	Between May 22 and June 14

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.

The **A**Effect

Ambition Challenge

Participants in Asia-Pacific and Middle East

Event Dates, Spring 2024

Schedule

Live program activities are based on Eastern Time (ET). We've made arrangements to accommodate the time difference and have scheduled three APAC workshop on China Standard Time (CST) and Indian Standard Time (IST). Please include the following dates and times in your calendar.

Activity	Objectives	Date and Time <small>CST (based on Shanghai) IST (based on New Delhi)</small>
APAC workshop 1 Boost Your Confidence	<ul style="list-style-type: none">Refine your self-knowledgeUnderstand the professional benefits of getting out of your comfort zoneDevelop your growth mindset to step out of your comfort zone	Tuesday, April 2 2:00 p.m. to 3:00 p.m. (CST) 11:30 a.m. to 12:30 p.m. (IST)
APAC workshop 2 Take Strategic Risks	<ul style="list-style-type: none">Learn how to take risks on a regular basis to propel your ambitionDevelop best practices in negotiation for your organization and for yourself	Tuesday, May 7 2:00 p.m. to 3:00 p.m. (CST) 11:30 a.m. to 12:30 p.m. (IST)
APAC workshop 3 Expand Your Influence	<ul style="list-style-type: none">Hone your communication for more impactLearn how to put networking techniques into practiceDevelop more than a network: your community	Tuesday, June 4 2:00 p.m. to 3:00 p.m. (CST) 11:30 a.m. to 12:30 p.m. (IST)

Triad Meetings

Objectives

- Deepen program learnings with fellow triad members
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1	2	3	4	5 (optional)
Between March 14 and 24	Between March 29 and April 9	Between April 19 and 30	Between May 10 and 19	Between May 22 and June 14

Notes: Dates and times are subject to change.

Défi 100 jours Schedule North America and Europe

Spring 2024

March 8 to June 14

Activity	Objectives	Time and Date Eastern Time: ET Central European Time: CET
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 8 to 14
Official launch	<ul style="list-style-type: none"> Understand the program goals and sequence Clarify your challenge and learn to socialize it 	Thursday, March 14 9:00 a.m. to 10:00 a.m. ET 2:00 p.m. to 3:00 p.m. CET
Workshop 1 Boost Your Confidence	<ul style="list-style-type: none"> Refine your self-knowledge Understand the professional benefits of getting out of your comfort zone Develop your growth mindset to step out of your comfort zone 	Thursday, March 28 9 a.m. to 11:00 a.m. ET 2 p.m. to 4:00 p.m. CET
Web conference 1 A Matter of Confidence	<ul style="list-style-type: none"> Get inspired by a great leader to build your confidence and solidify it throughout your career. Live question period 	Thursday, April 11 10:30 a.m. to 11:30 a.m. ET 4:30 p.m. to 5:30 p.m. CET
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 	Tuesday, April 30 9:00 a.m. to 11:00 p.m. ET 3:00 p.m. to 5:00 p.m. CET
Web conference 2 A Matter of Influence	<ul style="list-style-type: none"> Get inspired by the career of a great leader to develop your influence and your internal network. Live question period 	Tuesday, May 14 10:30 a.m. to 11:30 a.m. ET 4:30 p.m. to 5:30 p.m. CET
Workshop 3 Expand Your Influence	<ul style="list-style-type: none"> Hone your communication for more impact Learn how to put networking techniques into practice Develop more than a network: your community 	Thursday, May 30 9:00 a.m. to 11:00 a.m. ET 3:00 p.m. to 5:00 p.m. CET
Summary of the 100 days 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 <i>Défi 100 jours</i> 	May 31 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 14 and 24	Between March 29 and April 9	Between April 19 and 30	Between May 10 and 19	Between May 22 and June 14

All events are virtual.

Notes:

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