

The A Effect

Program Leader Guide

Congratulations!

Your organization has committed to propelling female talent. Your employees are getting ready for an innovative, transformative behavioural experience. The changes result in increased confidence and the adoption of an assertive leadership style, thus contributing to work performance and collective success.

The support role played by your team is key. This guide was developed to assist you every step of the way. In it, you'll find tips, tools, and tricks to enhance your support and make the 100 days a memorable journey that will have a positive impact on the whole organization.

The A Effect team



Your Toolbox

to access all our tips,
communication templates and much more!



To Each Their Own Mission

FOR YOU

- ☐ Ensure the implementation of the cohort and best practices
- ☐ Engage stakeholders in their respective roles
- ☐ Follow and encourage participants' progress
- ☐ Celebrate and spotlight new graduates

FOR THE PARTICIPANT

- ☒ Allocate 1.5 to 2 hours per week to :
- ☒ Transform her mindset
- ☒ Adopt new behaviours
- ☒ Define and realize her challenge
- ☒ Complete activities on the platform
- ☒ Attend online events
- ☒ Get involved with her triad or squad

FOR THE A EFFECT

- ☒ Ensure the smooth running of the program
- ☒ Support you in the candidate selection process
- ☒ Encourage participants and their managers to get ready
- ☒ **Share tips and best practices with you to maximize your cohort's impact**
- ☒ Share regular status reports with you, as well as a final report summarizing the progress of your group of participants and the impact of the program.
- ☒ Encourage learning reviews with new graduates and their managers

The A Effect

Key stages of a cohort



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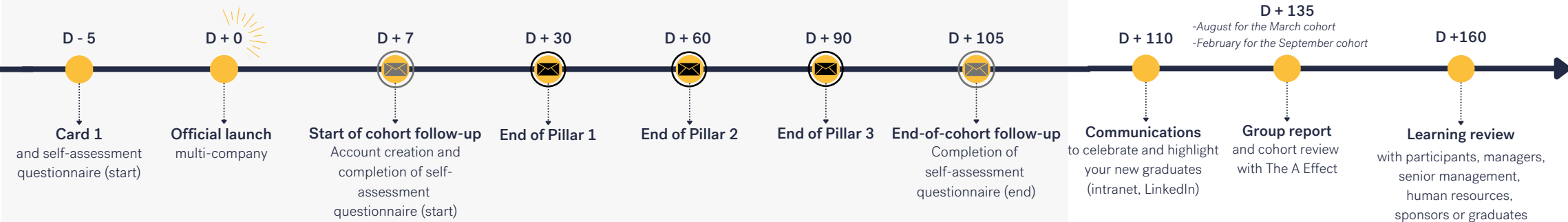
Our advice

Don't hesitate to contact us if you'd like to know more about participant selection, profiles, support initiatives during the programs, or if you need help with your internal communications or visibility plan. We'll be happy to advise and support you, according to your needs.

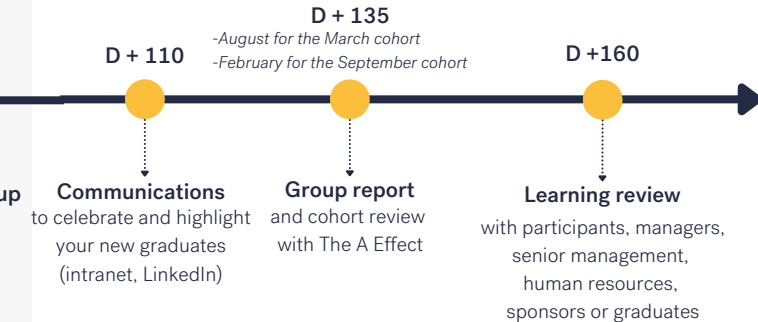
Before



During



After



D - 100 to D - 9

- ☐ Launch selection process no later than 3 months in advance
- ☐ Involve managers in their support role
- ☐ Prepare the in-house launch with The A Effect
- ☐ Select the initiatives that will drive the internal network
- ☐ Highlight the cohort through internal and/or external communications, signed by senior management

D - 5 to D + 105

- ☐ Follow and encourage participants' progress
- ☐ Involve managers in their support role by forwarding dedicated emails to them
- ☐ Encourage the internal network by planning complementary activities
- ☐ Prepare for the celebration/learning review meeting

D + 110 and beyond

- ☐ Celebrate the graduates!
- ☐ Highlight the cohort through internal and/or external communications, signed by senior management
- ☐ Assessing the cohort
- ☐ Identify initiatives and best practices to maintain

The ^AEffect Before the cohort



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Best practices - Checklist

- ☐ Launch the selection process no later than 3 months in advance
- ☐ Involve managers in their support role
- ☐ Prepare the in-house launch with The A Effect
- ☐ Select the initiatives that will drive the internal network
- ☐ Highlight the cohort through internal and/or external communications, signed by senior management



Participant Selection

There are several ways of selecting participants for The A Effect program:

- The talent pool
- Nomination by managers or members of senior management
- A show of hands and a selection committee

Tip: a mixed process, combining nominations and open applications, will help reveal your hidden talents. Contact us for more advice on aligning your selection process with your objectives and priorities.

Some selection criteria

Ambition Challenge / Défi 100 jours

- Employees and new leaders
- 5 years' experience minimum
- Want to better assume and communicate their ambition
- Want to increase their impact in the company

Leadership Challenge / Défi Leadership

- Intermediate leaders with at least 5 years' experience in team management
- Evolving in a medium-sized or large company
- Want to transform their strategic posture to elevate their team and contribute to the organization's key challenges

[Program Guide](#)



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During the cohort



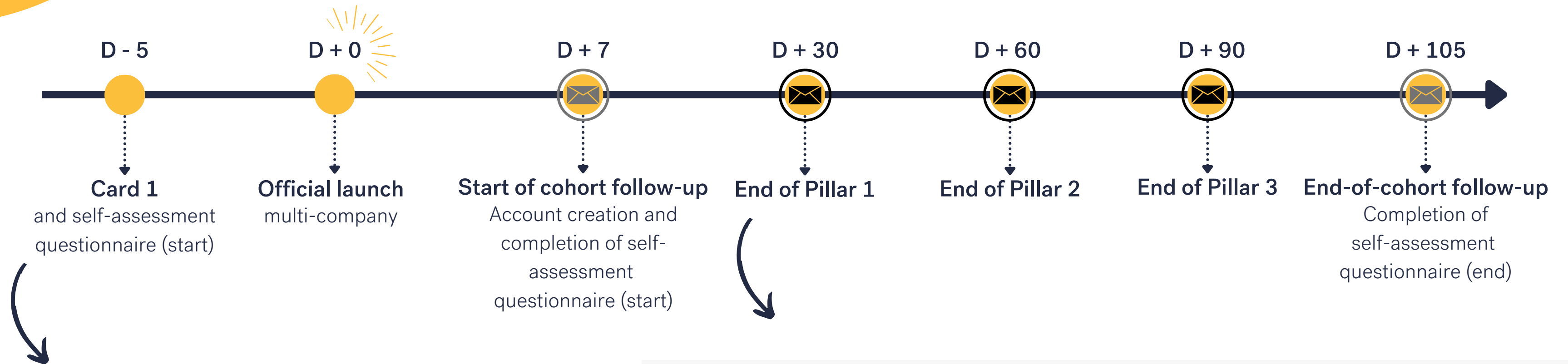
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Best practices - Checklist

- ☐ Follow and encourage participants' progress
- ☐ Involve managers in their support role by forwarding dedicated emails to them
- ☐ Encourage the internal network by planning complementary activities
- ☐ Prepare for the celebration/learning review meeting



Stay connected to participants' experiences

- Access the learning platform in observation mode
- Join participants at official launches and in-depth interviews

[Humance Connection Guide](#)



[Event Login Details](#)



Your communications schedule

You'll receive 4 key communications, plus a few follow-ups from our team if you need to encourage some of your participants. Each communication will include e-mails to be forwarded to the participants' managers, to involve them throughout the process and maximize the impact of the programs.

- D - 9: start of cohort (MARCH: 1st week of March / SEPTEMBER: 1st week of September)
- D + 30: end of Pillar 1 (MARCH: 1st week of April / SEPTEMBER: 1st week of October)
- D + 60: end of Pillar 2 (MARCH: 1st week of May / SEPTEMBER: 1st week of November)
- D + 90: end of Pillar 3 (MARCH: 2nd week of June / SEPTEMBER: 2nd week of December)

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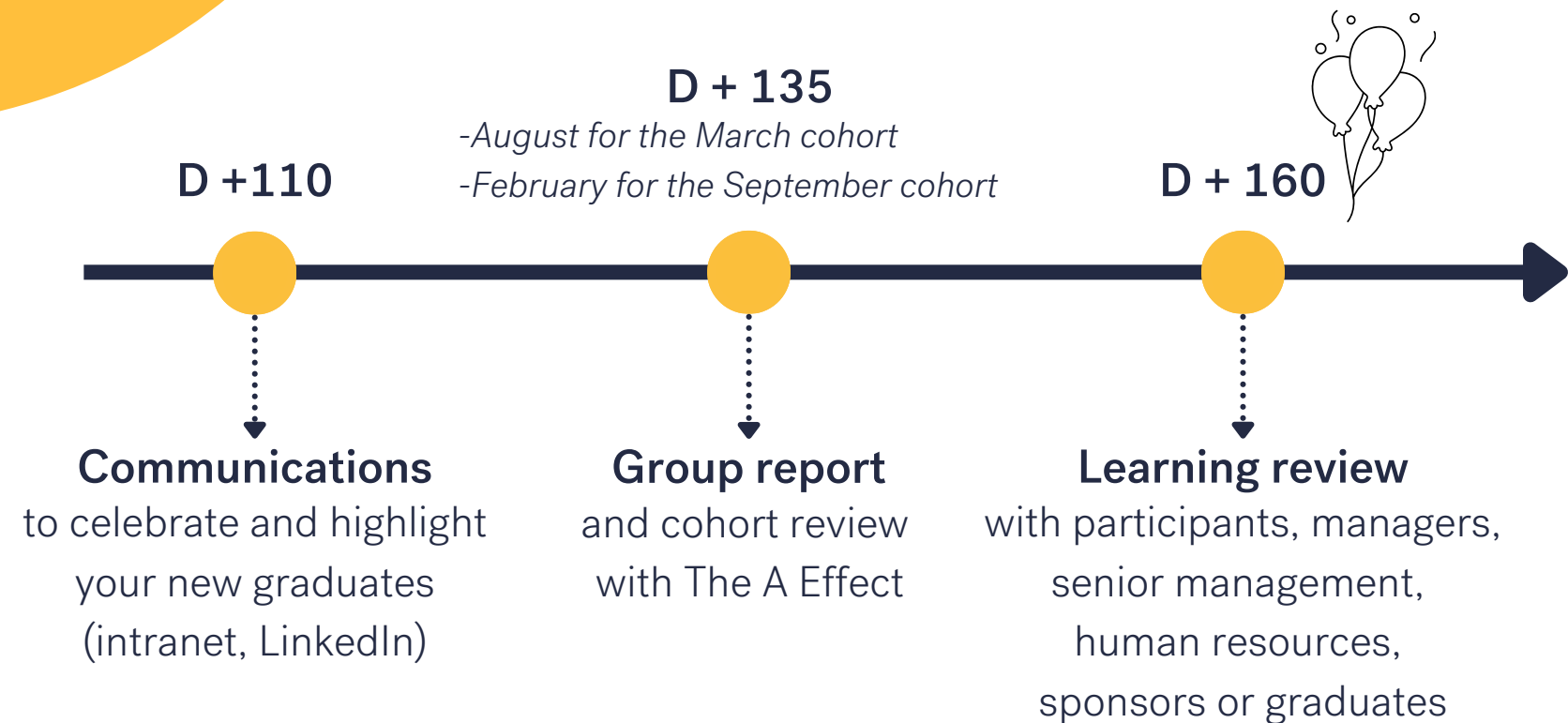
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Best practices - Checklist

- ☐ Celebrate the graduates!
- ☐ Highlight the cohort through internal and/or external communications, signed by senior management
- ☐ Assessing the cohort
- ☐ Identify initiatives and best practices to maintain



Prolong the Impact

Stay in touch

It's an excellent practice to maintain certain points of contact with participants and their immediate supervisors beyond the program. It allows them to continue sharing experiences and discussing the participants' development plan and goals, while keeping your graduate community active. Sponsors can be a great support in this regard. Discover more best practices on the next page!



The adventure goes on with the club^A

Encourage your graduates to join the Club A, the exclusive community reserved for The A Effect graduates. Get inspired by the communication templates available in your Toolbox!

- The Club A is the ideal opportunity for your graduates to extend the momentum of their training and stay in action
- Through online or face-to-face events, they feed their ambition by exchanging ideas with inspiring women and guest leaders
- Thanks to the collective intelligence and diversity of their perspectives, they create solid links that transcend borders via their dedicated LinkedIn Group

Questions?

Contact

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Europe : +33 7 82 47 55 20
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More Best Practices

Information Session

To kick-start your selection process and ensure that program objectives, participation criteria and implications are clearly understood by all, organize an information session for potential candidates, their managers, members of human resources or heads of your organization's various business units. Write to us to find out more!

Three best practices from Beneva

to maximize the benefits of the
Ambition Challenge

[Learn More](#)



Graduates and Sponsors Support

- Invite a few graduates to become mentors for the next cohort! They'll be able to support you in accompanying the participants, contribute to the life of the internal network and pursue their own development by accessing the programs in observation mode.
- Sponsors (male allies, for example!) or members of senior management who support the initiative can act as intermediaries to make participants more visible internally.

Involve Participants' immediate Supervisors

When participants are supported, they are more successful.

- Create a Teams discussion group dedicated to managers
- Plan a meeting between managers. Midway through the program: to discuss their role and share tips and ideas for supporting their participant. At the end of the journey: to recall the state of mind in which the participants find themselves (boost of confidence, desire to climb, etc.) and to reflect on the support or actions to be put in place to sustain this momentum.

Communications

Communication is a powerful tool for promoting the commitment of your participants, raising their profile and strengthening your company's positioning with regard to its objectives.

- Internally, announce your organization's participation in the Effect A program with a communication featuring the participants in the upcoming cohort. You can also publish news about the current cohort, a feedback on an internal networking event attended by your leaders, or a challenge that stood out as a promising project for your organization.
- LinkedIn is also a great platform for highlighting your participants and graduates, and your publications will contribute fully to your company's image: an announcement of the cohort that begins with portraits of your candidates; presentations of participants as the cohort progresses; testimonials from graduates and their managers to talk about the before/after journey and its impact.



The communication will have much more impact if it is signed by a member of senior management, who reiterates the company's positioning with regard to the objectives targeted by the initiative.

In-House Initiatives

In addition to a Teams discussion group dedicated to their exchanges, offer your participants the chance to get together regularly during the cohort:

- to develop their internal network and share their experience (cafés, lunch&learns dedicated to their challenge, post-webconference discussions, etc.)
- to meet and draw inspiration from your own leaders: plan meetings between participants, graduates and a leader from your organization. It's an opportunity to learn more about their career path and hear about their experience in relation to the program's themes.



These discussions can be facilitated by graduates/sponsors, and depending on the event, can take place in the presence of participants' managers and graduates from your previous cohorts.

Questions?

To find out more about the best practices to put in place before, during and after the cohort, in order to maximize the impact on your participants, their teams and your organization, contact your resource contact or write to us at company@the-a-effect.com.