

The **A**Effect

Guide Program Leader

**AMBITION
CHALLENGE**



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



Support with a Multiplier Effect in a Few Simple Steps

During the 100 days, while you're at the heart of the transformation, there will be many support options available to you, based on the people involved and your goals. Once the program is completed, you'll provide support to graduates by giving them more visibility and enhancing their experience, and by encouraging them to enrich their network by signing up for Club A.

In this guide, you'll find tips and tools for::



Selecting and recruiting your participants



Supporting your participants before, during, and after the program



Involving in-house partners



Fostering the internal network



Raising the profiles of your participants



Note

Please feel free to contact us to learn more about best practices in terms of support for your participants and their managers, about communications, or about supporting key players within the organization. We can help you at every stage in the process, based on your goals.

In the Lead-Up to the Program

PARTICIPANT SELECTION

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



The talent pool



Nomination by managers
or members of senior
management



A show of hands and a
selection committee

PROFILE

Once your recruitment method is chosen, here are some criteria to help you select your participants by identifying the ones who:



Want to take on challenges and get out of
their comfort zone



Show a keen interest in growing within
the organization



Have at least 5 years of professional
experience



Want to gain confidence in their current
role or in anticipation of a role change



Want to invest time and energy in their
development
(an average of 2h per week)



Note

Be on the lookout for people coming back from maternity leave or starting a new role or project: it's the ideal time to start a behavioural transformation and boost their self-confidence! For the organization, it's also a great sign of inclusiveness.

COMMUNICATION

Communication is a powerful tool for promoting commitment among your participants, raising their profiles, and strengthening the company's position in terms of gender parity goals. Here are a few ideas for communicating the initiative:



Notify participants they've been chosen to participate in the program



Mention participation in The A Effect in an internal memo that introduces the upcoming cohort participants



Post on LinkedIn, to help raise the profile of the participants and the company



Note

Internal communication will have much more impact if it is signed by someone in senior management who outlines the company's position on gender parity goals and emphasizes the importance of diversity or other information, based on the company's objectives.

PRE-LAUNCH

For groups of five or more participants, we strongly suggest to schedule a time to launch the initiative within the organization.

This gathering brings together the company's participants, their managers, the program leader, and members of senior management to learn about the program experience and the expected outcomes. The pre-launch strengthens the internal network and gets participants engaged right from the start of the journey.

During the Program

SUPPORT FROM THE COMPANY

There are many ways to support your participants during the cohort, based on the people involved and your goals.



Via the Program Leader who can read the activity cards on the learning platform, send 2-3 emails to the participants to ensure they're on track with the program, organize sessions with the participants and others involved in the initiative (former participants, sponsors) to exchange on their experience and the topics covered in the program, etc.



Via former participants who can act as cohort and support participants by answering their questions and by watching the webconferences with them.



Via managers who can share their experience and challenges with the participants, according to the themes covered in the program. See the Manager's Guide to find out about the suggested questions for discussions.



Via sponsors (men allies, for example!) or senior executives who support the initiative and can act as facilitators to promote participants' visibility within the organization, Sponsors can also watch the webconferences with the participants and discuss the topics covered.

Note

There are many ways to activate the support, depending on your organization's resources and objectives. Contact us to find out more and share best practices with you.

After the Program

The 100 days are over and the participants are proud graduates! Give them an opportunity for visibility within the organization. There are many possibilities:

→ Collect their testimonials and make a video that presents the program's positive impacts on the participant, her team, and the organization. Don't hesitate to get feedback from managers, to attest to the behavioural transformation that has taken place!

→ Share participant testimonials on LinkedIn.

→ Schedule a meeting with members of senior management, so participants can present their challenge, and share firsthand about their experience and how the journey has had an impact on them and on the organization.

→ Invite graduates to support new participants and to register for Club A: a unique space, reserved for graduates to establish new connections, enrich their network, and put into action what they have learned in the program.



Note

Feel free to contact us to learn more about the participant selection process, profiles, and support initiatives during the program, or if you need help with your plans for communications or internal visibility. We'll be happy to guide and support you, according to your needs.

Many documents and tools are available to you in the Corporate Toolbox, to help you plan the cohort effectively so that participants get the most out of the experience.

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