



The ^AEffect

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.

TRANSFORM YOUR STRATEGIC STANCE

Leadership Challenge

Défi Leadership (in French)

Transform your strategic posture and contribute to your organization's goals.

You've got at least 5 years of experience as a leader?

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

Impacts of our programs

89 %

of Ambition Challenge graduates exhibit more self-confidence

82 %

of Ambition Challenge graduates got either a promotion or new responsibilities in the year following the program.

74 %

of Leadership Challenge participants' teams are increasingly mobilized and engaged,

87 %

of Leadership Challenge graduates aspire to actively contribute to the future direction of their organization,

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







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Ambition Challenge Schedule

Fall 2025

September 5 to December 13

Activity	Objectives	Dates et Times
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 	September 5 to 11
Official launch	<ul style="list-style-type: none"> Understand the program goals and sequence Clarify your challenge and learn to socialize it 	Thursday, September 11 11:00 a.m. to 12:00 p.m. (Toronto) 5:00 p.m. to 6:00 p.m. (Paris)
Workshop 1 Confidence	<ul style="list-style-type: none"> Deepen your self-awareness Understand the professional benefits of stepping out your comfort zone Develop a growth mindset 	choose the edition that suits you best
Thursday, September 25 Americas, Europe, Africa  8:30 a.m. to 10:00 a.m. Vancouver 11:30 a.m. to 1:00 p.m. Toronto 5:30 p.m. to 7:00 p.m. Paris ⌚ What time will that be for me?	OR	Thursday, September 25 Europe, Africa, Middle East, Asia-Pacific  8:00 a.m. to 9:00 a.m. Paris 11:30 p.m. to 12:30 p.m. New Delhi 2:00 p.m. to 3:00 p.m. Shanghai ⌚ What time will that be for me?
In-Depth Interview Confidence	<ul style="list-style-type: none"> Interview with a leader on essential strategies for developing and strengthening your confidence throughout your career. Live Q&A session 	Thursday, October 9 11:00 a.m. to 12:00 p.m. (Toronto) 5:00 p.m. to 6:00 p.m. (Paris)
Workshop 2 Negotiation	<ul style="list-style-type: none"> Develop best practices in negotiation for your organization and for yourself 	choose the edition that suits you best
Thursday, October 30 Americas, Europe, Africa  8:30 a.m. to 10:00 a.m. Vancouver 11:30 a.m. to 1:00 p.m. Toronto 4:30 p.m. to 6:00 p.m. Paris ⌚ What time will that be for me?	OR	Thursday, October 30 Europe, Africa, Middle East, Asia-Pacific  8:00 a.m. to 9:00 a.m. Paris 12:30 a.m. to 1:30 p.m. New Delhi 3:00 p.m. to 4:00 p.m. Shanghai ⌚ What time will that be for me?
In-Depth Interview Risk-Taking	<ul style="list-style-type: none"> Interview with a leader on the essentials of risk-taking throughout her career. Live Q&A session 	Thursday, November 13 11:00 a.m. to 12:00 p.m. (Toronto) 5:00 p.m. to 6:00 p.m. (Paris)
Workshop 3 Influence	<ul style="list-style-type: none"> Actively cultivate your influence Identify and strengthen your key relationships 	choose the edition that suits you best
Tuesday, November 25 Americas, Europe, Africa  8:30 a.m. to 10:00 a.m. Vancouver 11:30 a.m. to 1:00 p.m. Toronto 5:30 p.m. to 7:00 p.m. Paris ⌚ What time will that be for me?	OR	Tuesday, November 25 Europe, Africa, Middle East, Asia-Pacific  8:00 a.m. to 9:00 a.m. Paris 12:30 a.m. to 1:30 p.m. New Delhi 3:00 p.m. to 4:00 p.m. Shanghai ⌚ What time will that be for me?

Ambition Challenge Schedule

Fall 2025

September 5 to December 12

Activity	Objectives	Dates et Times
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	November 28 to December 13

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 September 11 and 21	Between September 26 and October 7	Between October 17 and 28	Between November 7 and 16	Between November 28 and December 13

All events are virtual

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.

Leadership Challenge Schedule

Fall 2025

September 3 to December 11

Activity	Objectives	Dates et Times
Pre-launch period Introduction card	<ul style="list-style-type: none"> Observe your behaviors Project yourself in an amplified strategic posture 	September 3 to 11
Official Launch	<ul style="list-style-type: none"> Choose and analyze a key issue Understand the key elements of the program Get to know the members of your squad 	Tuesday, September 9 11 a.m. to 12 p.m. (TORONTO) 5 p.m. to 6 p.m. (PARIS) 8 a.m. to 9 a.m. (VANCOUVER)
Squad meeting 1	<ul style="list-style-type: none"> Meet informally to get to know each other better Familiarize yourself with the method of co-development 	Between September 29 and October 26
Workshop 1	<ul style="list-style-type: none"> Align your core values, intentional conversations, and challenge Formulate your challenge to take action Practice with your squad 	Tuesday, September 23 12 p.m. to 14 p.m. (TORONTO) 6 p.m. to 8 p.m. (PARIS) 9 a.m. to 11 a.m. (VANCOUVER)
In-Depth Interview 1	<ul style="list-style-type: none"> Draw inspiration from the journey and leadership of a great leader. 	Tuesday, October 14 11 a.m. to 12 p.m. (TORONTO) 5 p.m. to 6 p.m. (PARIS) 8 a.m. to 9 a.m. (VANCOUVER)
Squad meeting 2	<ul style="list-style-type: none"> Support each other through co-development to overcome challenging situations by tapping into the expertise of the group 	Between October 27 and November 23
Workshop 2	<ul style="list-style-type: none"> Position yourself as a credible leader on key organizational issues Prepare your presentation in both content and form Practice with your squad 	Tuesday, November 4 12 p.m. to 14 p.m. (TORONTO) 6 p.m. to 8 p.m. (PARIS) 9 a.m. to 11 a.m. (VANCOUVER)
Squad meeting 3	<ul style="list-style-type: none"> Support each other through co-development to overcome challenging situations by tapping into the expertise of a group 	Between November 24 and December 18
In-Depth Interview 2	<ul style="list-style-type: none"> Draw inspiration from the journey and leadership of a great leader. 	Tuesday, December 2 11 a.m. to 12 p.m. (TORONTO) 5 p.m. to 6 p.m. (PARIS) 8 a.m. to 9 a.m. (VANCOUVER)
The 100-day summary Final card	<ul style="list-style-type: none"> Conduct a personalized assessment Anchor in your learning Prepare the ongoing development of your strategic mindset 	Between December 3 and 11

All events are online

Notes :

Dates and times are subject to change.

Events are broadcasted live and also recorded and posted on the learning platform within 48 hour of their livestream.

Programmation Défi 100 jours Amérique du Nord - Europe

Automne 2025 Du 5 septembre au 13 décembre

Activités	Objectifs	Dates et heures
Période de préancement Carte d'introduction	<ul style="list-style-type: none"> • Autoévaluer ses comportements et sa posture mentale • Réfléchir à son ambition professionnelle afin de se fixer un défi 	Du 5 au 11 septembre
Lancement officiel	<ul style="list-style-type: none"> • Réfléchir à son ambition professionnelle afin de se fixer un défi • Comprendre les objectifs et le déroulement du programme • Préciser son défi et apprendre à le socialiser 	Jeudi 11 septembre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Atelier 1 Confiance	<ul style="list-style-type: none"> • Affiner sa connaissance de soi • Comprendre les bénéfices professionnels de sortir de sa zone de confort • Développer sa posture mentale de croissance 	Jeudi 25 septembre de 9h à 10h30 (QUÉBEC) de 15h à 16h30 (FRANCE)
Grande entrevue Confiance	<ul style="list-style-type: none"> • Entretien avec une leader sur les éléments essentiels pour développer et renforcer sa confiance tout au long de sa carrière. Période de questions en direct 	Jeudi 9 octobre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Atelier 2 Négociation	<ul style="list-style-type: none"> • Développer les meilleures pratiques de la négociation pour son organisation et pour soi 	Jeudi 30 octobre de 9h à 10h30 (QUÉBEC) de 14h à 15h30 (FRANCE)
Grande entrevue Prise de risques	<ul style="list-style-type: none"> • Entretien avec une leader sur les éléments essentiels quant à la prise de risque tout au long de sa carrière. Période de questions en direct 	Jeudi 13 novembre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Atelier 3 Influence	<ul style="list-style-type: none"> • Développer activement son influence • Cibler et consolider ses relations 	Mardi 25 novembre de 9h à 10h30 (QUÉBEC) de 15h à 16h30 (FRANCE)
Retour sur les 100 jours Dernières cartes	<ul style="list-style-type: none"> • Consolider ses acquis • Apprendre à célébrer ses succès • Exploiter l'élan des 100 jours pour continuer à se développer et atteindre ses objectifs au-delà du Défi 	Du 28 novembre au 13 décembre

Tous les événements sont virtuels.

Rencontres de triade

Objectifs

- Approfondir les apprentissages du programme avec ses collègues de triade
- Encourager la collaboration et le dépassement de soi grâce à un réseau de participantes

1	2	3	4	5 (facultative)
Entre le 11 et le 21 septembre	Entre le 26 septembre et le 7 octobre	Entre le 17 et le 28 octobre	Entre le 7 et 16 novembre	Entre le 28 novembre et le 13 décembre

Notes :

Dates et heures sous réserve de modification.

Les événements sont diffusés en direct. Ils sont aussi enregistrés et disponibles dans un délai de 48 heures à partir de la plateforme L'effet A.

Programmation Défi Leadership

Automne 2025

Du 3 septembre au 11 décembre

Activités	Objectifs	Dates et heures
Période de pré-lancement Carte d'introduction	<ul style="list-style-type: none">Observer ses comportementsSe projeter dans une posture stratégique amplifiée	Du 3 au 9 septembre
Lancement officiel	<ul style="list-style-type: none">Choisir et analyser un enjeu porteurComprendre les éléments-clés du parcoursFaire connaissance avec les membres de son clan	Mardi 9 septembre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Clan - Rencontre 1	<ul style="list-style-type: none">Se rencontrer de façon informelle pour faire plus ample connaissanceSe familiariser avec la méthode du codéveloppement	Entre le 29 septembre et le 26 octobre
Atelier 1	<ul style="list-style-type: none">Aligner son noyau dur, ses conversations intentionnelles et son défiFormuler son défi afin de se mettre en actionS'exercer en clan	Mardi 23 septembre de 9h à 11h (QUÉBEC) de 15h à 17h (FRANCE)
Grande entrevue 1	<ul style="list-style-type: none">S'inspirer du parcours et du leadership d'une grande leader	Mardi 14 octobre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Clan - Rencontre 2	<ul style="list-style-type: none">S'entraider grâce au codéveloppement à surmonter des situations problématiques en faisant appel à l'expertise d'un groupe	Entre le 27 octobre et le 23 novembre
Atelier 2	<ul style="list-style-type: none">Se positionner comme une leader crédible sur des enjeux porteurs de l'organisationPréparer sa présentation sur le fond et sur la formeS'exercer en clan	Mardi 4 novembre de 9h à 11h (QUÉBEC) de 15h à 17h (FRANCE)
Clan - Rencontre 3	<ul style="list-style-type: none">S'entraider grâce au codéveloppement à surmonter des situations problématiques en faisant appel à l'expertise d'un groupe	Entre le 24 novembre et le 18 décembre
Grande entrevue 2	<ul style="list-style-type: none">S'inspirer du parcours et du leadership d'une grande leader	Mardi 2 décembre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Retour sur les 100 jours Dernière carte	<ul style="list-style-type: none">Dresser un bilan personnaliséAncrer ses apprentissagesPréparer le développement continu de sa posture stratégique	Entre le 3 et le 11 décembre

Tous les événements sont virtuels.

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