



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.

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*.

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**.

*2020, Léger and The A Effect

**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:

+1 438 499 0147
+33 7 82 47 55 20

Ambition Challenge Schedule

Fall 2024

September 6 to December 15

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 6 to 12
Official launch	<ul style="list-style-type: none"> Understand the program goals and sequence Clarify your challenge and learn to socialize it 	Thursday, September 12 11:00 a.m. to 12:00 p.m. (QUEBEC) 5:00 p.m. to 6:00 p.m. (FRANCE)
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 	Choose the date that suits you best, depending on your location:
Wednesday, September 25 <i>Americas, Europe, Africa</i>  8:00 a.m. to 9:30 a.m. Vancouver 11:00 a.m. to 12:30 p.m. Montreal 5:00 p.m. to 6:30 p.m. Paris ⌚ What time will that be for me?	OR	Thursday, September 26 <i>Europe, Africa, Middle East, Asia-Pacific</i>  8:00 a.m. to 9:00 a.m. Paris 11:30 a.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?
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, October 10 11:00 a.m. to 12:00 p.m. (QUEBEC) 5:00 p.m. to 6:00 p.m. (FRANCE)
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 	Choose the date that suits you best, depending on your location:
Wednesday, October 30 <i>Americas, Europe, Africa</i>  8:00 a.m. to 9:30 a.m. Vancouver 11:00 a.m. to 12:30 p.m. Montreal 4:00 p.m. to 5:30 p.m. Paris ⌚ What time will that be for me?	OR	Thursday, October 31 <i>Europe, Africa, Middle East, Asia-Pacific</i>  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?
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 	Thursday, November 14 11:00 a.m. to 12:00 p.m. (QUEBEC) 5:00 p.m. to 6:00 p.m. (FRANCE)
Workshop 3 Expend 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 	Choose the date that suits you best, depending on your location:
Wednesday, November 27 <i>Americas, Europe, Africa</i>  8:00 a.m. to 9:30 a.m. Vancouver 11:00 a.m. to 12:30 p.m. Montreal 5:00 p.m. to 6:30 p.m. Paris ⌚ What time will that be for me?	OR	Thursday, November 28 <i>Europe, Africa, Middle East, Asia-Pacific</i>  7:00 a.m. to 8:00 a.m. Paris 11:30 a.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?

Ambition Challenge Schedule

Fall 2024

September 6 to December 15

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 29 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 12 and 22	Between September 27 and October 8	Between October 18 and 28	Between November 8 and 17	Between November 29 and December 15

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 2024

September 4 to December 18

Activity	Objectives	Dates et Times
Pre-launch period Introduction card	<ul style="list-style-type: none">• Define your introspection and development practices	September 4 to 10
Official Launch Tuning into Impactful Leadership	<ul style="list-style-type: none">• Define your relationship to impact• Understand the key elements of the journey• Get to know the members of your squad	Tuesday, September 10 de 9h à 10h (QUEBEC) de 15h à 16h (FRANCE)
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 20 and October 4
Workshop 1 Targeting Strengths	<ul style="list-style-type: none">• Strengthen your role as a leader and your leadership style• Define your Unique Value Contribution• Discuss the impact of authenticity in leadership• Squad activity	Wednesday, October 2 de 9h à 11h (QUEBEC) de 15h à 17h (FRANCE)
Web conference 1 Leading with Courage	<ul style="list-style-type: none">• Anchor courage at the heart of your leadership• Mobilize your team, even in challenging moments	Tuesday, October 22 de 9h à 10h (QUEBEC) de 15h à 16h (FRANCE)
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 9 and November 6
Web conference 2 Leading with Impact	<ul style="list-style-type: none">• Learn to maximize your impact within your team and organization• Know how to leverage an impact-driven stance	Tuesday, November 19 de 9h à 10h (QUEBEC) de 15h à 16h (FRANCE)
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 8 and December 6
Workshop 2 Providing Purpose	<ul style="list-style-type: none">• Enhance your adaptability• Acquire tools to help provide meaning in a context of change• Position yourself as an inspiring leader dedicated to serving your team• Squad activity	Wednesday, December 4 de 9h à 11h (QUEBEC) de 15h à 17h (FRANCE)
Squad meeting 4	<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 December 10 and 17
The 100-day summary Final cards	<ul style="list-style-type: none">• Conduct a personalized assessment• Anchor in your learning• Prepare the next steps of your leadership development	Between December 4 and 18
Squad meeting 5 (2025)	<ul style="list-style-type: none">• Reinstigate the habit of regular squad meetings	To be discussed among squad members

All events are virtual

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.

Any questions before you register? Consult the [FAQ](#) or write to us at info@the-a-effect.com.

Questions during the journey? Consult the [Participant's Guide](#) or write to us at experience@the-a-effect.com!

The **A** Effect

Programmation Défi 100 jours Amérique du Nord - Europe

Automne 2024

Du 6 septembre au 15 décembre

Activités	Objectifs	Dates et heures
Période de pré-lancement 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 6 au 12 septembre
Lancement officiel	<ul style="list-style-type: none">• Comprendre les objectifs et le déroulement du programme• Préciser son défi et apprendre à le socialiser	Jeudi 12 septembre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Atelier 1 Boostez votre 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 pour sortir de sa zone de confort	Jeudi 26 septembre de 9h à 10h30 (QUÉBEC) de 15h à 16h30 (FRANCE)
Webconférence 1 Question de 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 10 octobre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Atelier 2 Prenez des risques stratégiques	<ul style="list-style-type: none">• Apprivoiser la pratique régulière d'une prise de risque pour propulser son ambition• Développer les meilleures pratiques de la négociation pour son organisation et pour soi	Jeudi 31 octobre de 9h à 10h30 (QUÉBEC) de 14h à 15h30 (FRANCE)
Webconférence 2 Question d'influence	<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 14 novembre de 9h à 10h (QUÉBEC) de 15h à 16h (FRANCE)
Atelier 3 Déployez votre influence	<ul style="list-style-type: none">• Raffiner sa communication pour plus d'impact• Apprendre et mettre en pratique des techniques de réseautage• Développer plus qu'un réseau : sa communauté	Jeudi 28 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 29 novembre au 15 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 12 et le 22 septembre	Entre le 27 septembre et le 8 octobre	Entre le 18 et le 28 octobre	Entre le 8 et le 17 novembre	Entre le 29 novembre et le 15 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.

Des questions avant de vous inscrire ? Consultez la [FAQ](#) ou écrivez-nous à info@effet-a.com.

Des questions pendant le parcours ? Consultez le [Guide de la participante](#) ou écrivez-nous à experience@effet-a.com!

L'effet **A**

Programmation Défi Leadership

Automne 2024

Du 4 septembre au 18 décembre

Activités	Objectifs	Dates et heures
Période de pré-lancement Carte d'introduction	<ul style="list-style-type: none">• Définir ses pratiques d'introspection et de développement	Du 4 au 10 septembre
Lancement officiel Ciblez votre leadership d'impact	<ul style="list-style-type: none">• Définir son rapport à l'impact• Comprendre les éléments-clés du parcours• Faire connaissance avec les membres de son clan	Mardi 10 septembre de 10h30 à 11h30 (QUÉBEC) de 16h30 à 17h30 (FRANCE)
Clan - Rencontre 1	<ul style="list-style-type: none">• Se rencontrer de façon informelle pour faire plus ample connaissance• Se familiariser avec la méthode du codéveloppement	Entre le 20 septembre et le 4 octobre
Atelier 1 Visez vos forces	<ul style="list-style-type: none">• Solidifier son rôle de leader et son style de leadership• Préciser sa contribution de valeur unique• Discuter de l'incidence de l'authenticité dans le leadership• Exercices en clan	Mardi 1er octobre de 9h à 11h (QUÉBEC) de 15h à 17h (FRANCE)
Webconférence 1 La leader courageuse	<ul style="list-style-type: none">• Placer le courage au coeur de son leadership• Mobiliser son équipe, même dans les moments difficiles	Mardi 22 octobre de 10h30 à 11h30 (QUÉBEC) de 16h30 à 17h30 (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 9 octobre et le 6 novembre
Webconférence 2 La leader d'impact	<ul style="list-style-type: none">• Apprendre à maximiser son impact auprès de son équipe et de son organisation• Savoir tirer profit d'une posture avec impact	Mardi 19 novembre de 10h30 à 11h30 (QUÉBEC) de 16h30 à 17h30 (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 8 novembre et le 6 décembre
Atelier 2 Donnez du sens	<ul style="list-style-type: none">• Développer son adaptabilité• S'approprier des outils qui permettent de donner du sens dans des contextes de changement• Se positionner comme une leader inspirante, au service de son équipe• Exercices en clan	Mardi 3 décembre de 9h à 11h (QUÉBEC) de 15h à 17h (FRANCE)
Clan - Rencontre 4	<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 10 et le 17 décembre
Retour sur les 100 jours Dernières cartes	<ul style="list-style-type: none">• Dresser un bilan personnalisé• Ancrer ses apprentissages• Préparer le développement continu de son leadership	Entre le 4 et le 18 décembre
Clan - Rencontre 5 (2025)	<ul style="list-style-type: none">• Relancer l'habitude de se rencontrer régulièrement en clan	À déterminer entre vous

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