



The ^AEffect

Propelling Women's Careers is Our Job.

Since 2015, our professional development courses have been based on a methodology developed with experts in behavioural transformation.

We have worked with 150 organisations in over 25 countries to help thousands of women.

PARITY

How Can Your Organization Retain Ambitious Women?

In February 2022, we surveyed Canadian women, to understand their aspirations and challenges at work. One striking finding: **80% of Canadian women say they're ambitious, and 1 in 3 women say they are highly ambitious***. This stated ambition is part of a quest for continuous learning and development, and they have high expectations of their employers. Gone are the days of vague career plans and lack of support that feed the perception that women can't grow within the company.

Welcome to the new era of female talent development.

Ambition Challenge

Available in English and French

Accelerate the careers of your female talent by empowering them to communicate their ambition.

100 days to acquire three key behaviours:

- Boost confidence**
- Learn risk-taking**
- Develop influence**

Défi Leadership

Available in French

Develop the leadership and strategic vision of your female managers.

100 days to go in-depth with three major pillars of leadership:

Refine your strategic self-awareness

Listen and question with courage to improve your knowledge of your team members

Mobilize and elevate your team's performance and its impact on the company

1 in **5** woman

are convinced they need to change employers to get a promotion.

The major obstacle for ambitious women :

Lack of career opportunities*

44 %

of HR leaders believe that their organization does not offer challenging career paths for their employees.**

* L'effet A x Globe and Mail survey, 2022

** Gartner, Top 5 priorities for HR leaders in 2023

A Measurable Impact. A Lasting Effect.

86 %

of participants say they have taken initiatives to lead a new project in the company.

96 %

of participants have applied what they've learned within a year of the program.

51 %

of participants have gotten a promotion within a year of their program.

*** L'effet A x Léger survey, 2020

Our Clients' Trust is Based on Results.

The A Effect participants have not only **gained confidence in their abilities, they have taken charge of their own development.**

Many women have spoken of applying for and obtaining jobs they would never have had the courage to pursue prior to participating in the program.

- Dan Sharkey, CAE — VP
Human Resources Worldwide

CGI

BOMBARDIER

**BANQUE
NATIONALE**

Deloitte.

Desjardins

UBISOFT

**île de
France**

**groupe
mutuel**

Let's Talk About Your Parity Goals.

QUESTIONS?

Contact us at company@the-a-effect.com

North America: +1 438 499-0147
Europe: +33 7 82 47 55 20

For more information about our corporate programs: the-a-effect.com/b2b-program