

The **A** Effect

**Internal Programming**  
Suggestion



# Why have internal programming?

The professional journeys at The A Effect are turnkey to give you maximum impact with your employees without affecting your internal operations. It is also possible, for companies that wish to do so, to personalize these journeys by adding a few extra meetings over the 100 days.

Here, we are offering you a few suggestions, inspired by initiatives with partner companies of The A Effect, which you can add to and adapt based on your resources and objectives. These shared moments between your employees will reinforce feelings of belonging to your organization, while developing a strong internal network between the participants.

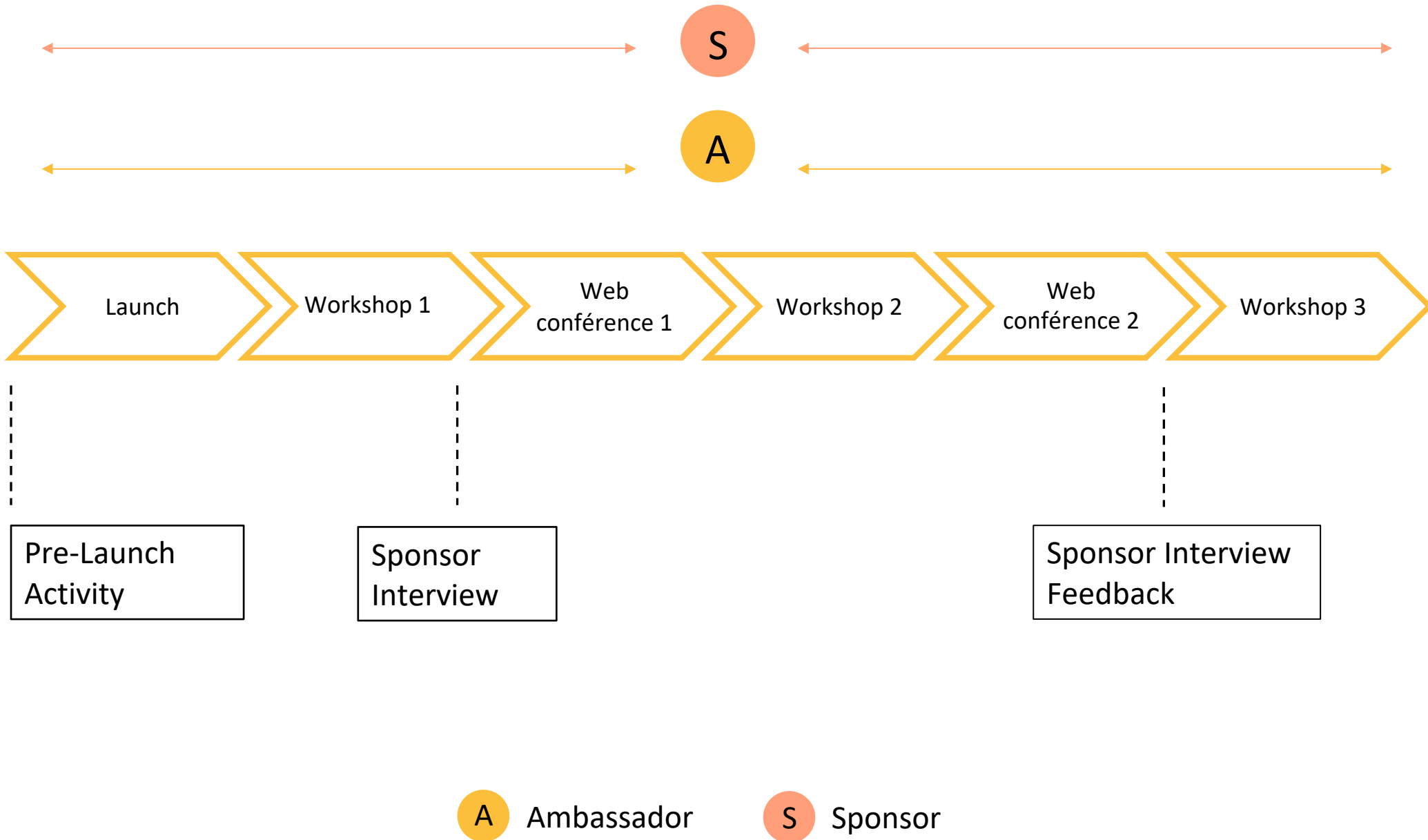
We are available to support you at any time in the implementation of this initiative.

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# Suggested Programming

The <sup>A</sup>Effect





# Roles Ambassador & Sponsor

# Role Ambassador

## Who

A graduate of The A Effect who would like to get involved and offer guidance to new participants.

## Why

- Support participants by answering their questions about the programs. One Ambassador can provide guidance to several participants.
- Build connections to develop and maintain the internal network (allies).

## Meetings and Time Commitment

- Ambassadors are ideally those who lead the additional activities offered by the company, and they make themselves available to guide participants throughout the 100 days

# Role Sponsor

## Who

A leader who supports the cause and wants to share their experience with participants.

## Why

- Raise the profile of a leader in the organization with the participating women (and beyond if you do internal communications).
- Build connections and opportunities for discussion between participants and a member of the management team.
- Generate a sense of pride internally, through the privilege of spending time with a leader in the company.
- If you choose a man, it's a good opportunity for the women participating to have a male perspective on the challenges they face, while enlightening him about the issues women experience in their professional journeys.

## Meetings and Time Commitment

Two meetings of approximately 90 minutes.

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# Activity Suggestions



# Activity Suggestions

## PRE-LAUNCH ACTIVITY

### Why

The pre-launch meeting is a key moment for understanding what the participants are about to experience, presenting the goals of the program, and understanding the initiative within which the program falls. This meeting is also a great opportunity to reinforce the participants' sense of belonging to their organization and to generate enthusiasm and commitment toward their professional development.

### Who

All cohort participants, the cohort leader, an HR person, a senior manager, the participants' managers, 1-2 program graduates, the Sponsor, The A Effect team (1-2 people).

### When

During the pre-launch meeting with The A Effect. Reserve a timeslot using the tool available in the Toolbox.

# Activity Suggestions

## LAUNCH ACTIVITY

### How

#### Suggested Sequence of Events\*

1. Introductory remarks from the program leader, a member of the senior management team, and/or a human resources manager
2. Testimonial from a graduate of The A Effect
3. Presentation of the goals and methodology (The A Effect)
4. Question period
5. Roundtable introductions of the participants
6. Discussion period between participants

\*See detailed Meeting Agenda in the Toolbox.

# Activity Suggestions

## SPONSOR INTERVIEW

### Why

To give participants exposure to an inspirational leader from their organization while allowing them to understand (and put into perspective) the challenges of the leadership journey.

### Who

All participants, the Ambassadors, the Sponsor.

Optional: the cohort leader and the participants' managers.

### When

Between Workshop 1 and Web Conference 1.

### How

1. Introductory remarks
2. Roundtable introductions of participants
3. Sponsor interview – hosted by an Ambassador, the Sponsor is there to speak about their professional journey within a theme of confidence, and answer a few questions related to this topic:
  - Tell us about a time when you felt challenged in your career.
  - Tell us about a professional decision that led you to a big career step.
  - Share with us the advice that has been most helpful to you in your career.

# Activity Suggestions

## SPONSOR INTERVIEW & FEEDBACK

### Why

To give participants exposure to an inspirational leader from their organization while allowing them to understand the person's professional journey and development. It's also an opportunity for participants to share their own journey within the program.

### Who

All participants, the cohort leader, the Ambassadors, the Sponsor, and the participants' managers (if possible).

### When

Between Web Conference 2 and Workshop 3.

### How

#### Sequence of Events

1. Introductory remarks
2. Sponsor interview – hosted by an Ambassador, the Sponsor is there to share their best practices in terms of assessment reports and to answer a few questions on this topic:
  - How do you proceed when you want to create an assessment report?
  - How do you go about preparing your annual development plan?
  - What advice would you give to the participants for preparing their own assessment report?
3. Report – roundtable questions for participants:

# Activity Suggestions

## SPONSOR INTERVIEW & FEEDBACK

### Assessment Questions

#### 100 Days

- In general, how did you find your experience?
- How has this experience transformed you? What new behaviours or mindsets have you integrated/improved in your day to day because of this program?
- What impact do you feel this experience will have for your career moving forward?
- Would you recommend the program to future cohorts of participants?

#### Internal Programming

Take this opportunity to ask questions about the internal programming and initiatives, as needed.

# Activity Suggestions

## HOW TO RAISE YOUR PARTICIPANTS' PROFILES BEYOND THE 100 DAYS

### Why

Raising your participants' profiles within the company is a great way to highlight their engagement and celebrate their accomplishments. This is also an opportunity to showcase your female talent and heighten awareness of your commitment to both gender equality and the employer brand. The suggestions below can be adapted according to your objectives and resources.

### How

- Organize an event for graduates of past cohorts and new graduates, so they can share their experiences, their greatest learnings, their best tips, etc.
- Create visuals or video clips of quotes/testimonials from participants, which could be shared via social networks and/or your internal communications networks.
- Seek out testimonials from managers about the changes observed in their participants, which could be shared using your communication tools and/or social networks.
- Suggest that graduates organize virtual micro-events, which could be in the form of mini conferences with a company leader or a Lunch & Learn to share highlights of the journey, their greatest learning, the theme that had the most impact for them, etc.
- Identify future Ambassadors who will guide participants of future cohorts.

# Questions ?

Please feel free to contact your advisor, or write to [enterprise@the-a-effect.com](mailto:enterprise@the-a-effect.com) for any questions about your programming.