



# The <sup>A</sup>Effect

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.

## Impacts of the 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.

Join an exclusive network of ambitious women like you!

### QUESTIONS?

Contact us: [info@the-a-effect.com](mailto:info@the-a-effect.com)

North America:  
Europe:

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

# 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

« The Ambition Challenge was a turning point in my professional career. It helped me to perform better in my environment, with more security and confidence, and to be aware that I can generate a change in my organization, starting from myself with preparation and confidence. »

-MARIANA, AMBITION CHALLENGE, FALL 2024

« 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

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# Ambition Challenge Schedule

Fall 2025

September 5 to December 13

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

# Ambition Challenge Schedule

Fall 2025

September 5 to December 12

Activity	Objectives	Dates et Times
<b>The 100 Days Summary</b> Final Cards	<ul style="list-style-type: none"><li>• Consolidate your learnings</li><li>• Learn to celebrate your successes</li><li>• Build on the momentum of the 100 days to continue your development and reach your objectives beyond the Ambition Challenge</li></ul>	<b>November 28 to December 13</b>

## 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.