



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

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 the programs

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,

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

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 Leadership Challenge gave me the tools and network to get through the daily crises and emergencies. I 'relearned' about myself, developed my self-confidence and rediscovered my curiosity and creativity. I received unique advice from trendy, passionate women living with issues similar to my own. »

- CATHERINE, LEADERSHIP CHALLENGE, FALL 2020

« I realized the importance of rethinking my priorities. By delegating certain operational responsibilities, I was able to devote more time to intentional discussions with my peers and management to fully grasp business issues. This has enabled me to better align my team's objectives with strategic priorities and maximize our impact. »

- CHLOÉ, LEADERSHIP CHALLENGE, FALL 2024

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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.