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**SUBJECT: Your employee is participating in The A Effect Leadership Challenge program**

Dear (First Name),

Our company is proud to announce that it is participating in the new cohort of The A Effect Leadership Challenge, a renowned professional development program that helps women better demonstrate their ambition in business.

As you know, organizations face a number of issues that require, now more than ever, that they put their best available talent forward. In fact, businesses with a balanced mix of men and women at different organizational levels perform better due to a greater diversity of opinions and talents.

We’ve made it a priority to contribute to the development of our employees that demonstrate high potential. Among them, we have selected your employee (First name Last name) to take part in the upcoming cohort.

You will find all the details of the program and the detailed schedule in the [Leadership Challenge Candidate Guide](https://5095083.fs1.hubspotusercontent-eu1.net/hubfs/5095083/Outils_DDA-SC/TheAEffect_Candidate-Guide_Leadership-Challenge_Schedule_Fall.pdf).

**Your role as a supportive manager will be key throughout the program**. By offering your support, you not only affirm the importance of encouraging female talent within the company, but you also reinforce the impact of the program.

With this in mind, we invite you to consult the [**Support Guide**](https://web.effet-a.com/hubfs/Outils%20DDA-SC/TheAEffect_Company-Support-Guide_Leadership-Challenge.pdf), which suggests a few simple steps you can take to **help your employee achieve her challenge**.

If you have any questions during the program, don’t hesitate to get in touch with me.

(Signature)