

# Program Guide

2022

The **A**Effect

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# Greater diversity for everyone's benefit

We are living in an era of major social change that is pushing organizations to rethink their ways of doing things. In this context, leaders of small and large companies share a common conviction: diversity and inclusion are crucial elements in rising to meet 21<sup>st</sup> century challenges.

The A Effect has made it its mission to boost the presence of women from diverse backgrounds at different organizational levels. By leveraging each woman's individual strengths and distinctive approaches, we see a greater variety of leaders emerge with complementary traits and skills. It is crucial to encourage leaders – women and men – to adopt leadership styles that reflect their authentic selves, so they can bring the nuanced understanding and depth needed by our companies.

Having trained more than 5,000 professional women and managers from some one hundred companies in various sectors in several countries, The A Effect is the ideal partner to support organizations in boosting the presence of women in decision-making roles. Together, let's propel female talent and contribute to creating inclusive, innovative and diverse corporate cultures.

You will find out through this guide how to reap the full benefits of our programs, while giving you an overview on what you or your participants will experience.

Thank you for your confidence,

**John Gallagher**

Co-Founder of The A Effect

# Why participate in The A Effect's programs

The A Effect's professional development programs contribute to the development of an organizational culture that encourages women to thrive.

## **They allow the organization to:**

- Meet gender equality targets more quickly.
- Unlock the leadership potential of female employees.
- Ensure higher female talent retention.
- Support internal and external business network development.

## **They help participants to:**

- Better communicate their ambition.
- Develop the mindset of an agile and efficient leader.
- Support internal and external business network development.

# Ambition Challenge

Fall 2022  
September 9 to December 9

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The Ambition Challenge professional development program aims to help participants reshape their mindsets and adopt new behaviours, so they can better demonstrate their ambition and maximize their talents for the benefit of the whole company. The program accelerates the development of three main skill sets (pillars):

- **Confidence:** Boost your self-confidence;
- **Risk-taking:** Learn strategic risk management;
- **Influence:** Build a solid business network and develop your political acumen.

## Objective

### Learn to communicate your ambition more clearly

- Eliminate imposter syndrome and get out of your comfort zone;
- Learn strategic risk management;
- Refine your negotiation skills;
- Build a solid business network and develop your political acumen.

## Who is this program for?

For all women who wish to embrace and act upon their ambitions within their company.

The only requirement: a minimum of 5 years of professional experience.

## A differentiating element in the Ambition Challenge: Group coaching

Three group coaching sessions facilitated by a professional coach. Participants will have the opportunity to ask questions in connection with the pillar they just completed.

Given that participants come from various countries around the world, the coaching sessions aim to strengthen the support, to ensure they integrate the learned skills.

# Défi 100 jours

Fall 2022  
September 9 to December 9

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The Ambition Challenge professional development program is available in French under the name *Défi 100 jours*. Same program, same methodology, just without the group coaching. To learn more about the program activities, check out the program schedule in the Appendices.

# Défi Leadership

This program is only offered in French

Fall 2022

September 7 to December 14

The *Défi Leadership* was created specifically for women managers who want to play their role with confidence in a changing labour market. Throughout the program, participants deepen their understanding of three leadership skills sets (pillars):

- **Confidence:** Lead with more assurance thanks to better self-knowledge;
- **Courage:** Foster authentic feedback-based communication within a team;
- **Curiosity:** Enhance and cultivate a diversified network to improve strategic vision and leadership.

## Goal

### Learn to own your leadership role

- Integrate introspective practices to refine and develop your leadership style;
- Define the unique value you contribute;
- Activate your professional network through concrete actions;
- Improve your decision-making skills.

## Who is this program for?

For all women managers who wish to develop an agile and authentic leadership mindset.

The only requirement: hold a management position with at least one employee under your supervision.

## Exclusive to the *Défi Leadership*: Squad co-development

Co-development is an effective and proven skill development and problem-solving method. To accelerate managers' growth during the *Défi Leadership* and beyond, each participant is assigned to a small group – a squad – with whom three meetings are planned.

Here are a few advantages of this approach:

- Increases creativity and critical thinking to promote problem-solving;
- Leverages collective intelligence;
- Improves self-awareness through contact with others;
- Engages and empowers participants in their professional development.

# An approach that promotes lasting behavioural change

The The A Effect professional development programs are based on a unique methodology that brings together a variety of learning strategies that reinforce the acquisition of new behaviours.

## 1 Combine introspection and action

Weekly challenges and self-reflection exercises. To better assert their leadership, participants are introduced to introspective practices that will allow them to take concrete action in their daily routines.

## 2 Find inspiration in various successful business leaders

Being exposed to various successful business leaders makes it easier for participants to see themselves in a leadership role and adopt a more ambitious mindset within their organization. Their behavioural transformations are shaped by shared advice and experience, as well as through privileged access to The A Effect leaders.

## 3 Learn with a network of women

Group activities, whether during workshops or in squads, help create a genuine learning community that supports ongoing behavioural change, encourages participants to outdo themselves, and motivates them to act.

## 4 Reap the benefits of microlearning techniques

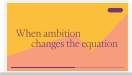




Research in neuroeducation has shown that spaced repetition of information improves learning. The content of The A Effect programs is therefore split up and repeated to foster the retention of information.

## 5 Grow by setting a personal challenge

To put the program into practice and encourage concrete action, each participant is asked to set a professional challenge to take up during these 100 days.

# A transformative experience

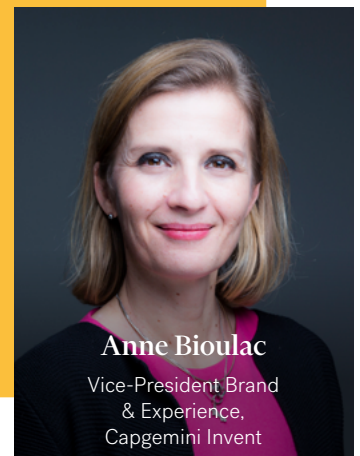
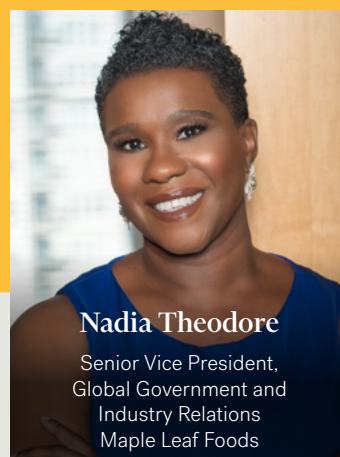
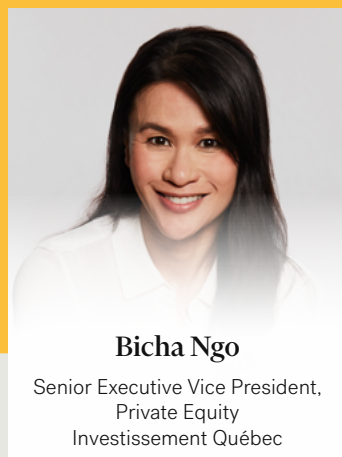
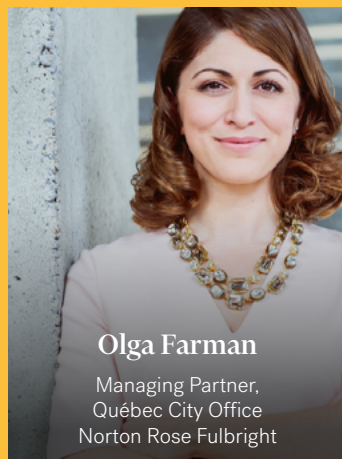
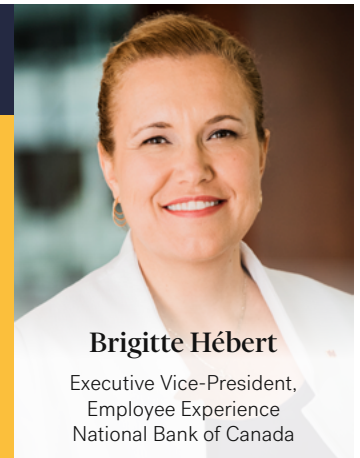
Learning strategies are broken down into several elements throughout the 100 days.

		Ambition Challenge	<i>Défi</i> 100 jours	<i>Défi</i> Leadership
 <p><b>Learning platform</b></p>	<p>Online training used here gives participants unlimited access to a series of activity cards, including articles, videos from experts, self-reflection exercises, and challenges to complete during the 100 days.</p>	14 cards		15 cards
 <p><b>Workshops</b></p>	<p>Workshops bring participants and leaders together for dynamic activities and discussions.</p>	3 workshops		2 workshops
 <p><b>Web conferences</b></p>	<p>Web conferences are live-streamed interviews during which participants can ask The A Effect leaders their questions directly. The recorded content is then made available for participants to view at their convenience.</p>	2 web conferences		2 web conferences
 <p><b>Triads and squads</b></p>	<p><b><i>Défi 100 jours:</i></b> Triads are small groups of participants focusing on mutual support and networking. They help participants deepen their learning, in addition to enriching interactions.</p> <p><b><i>Défi Leadership:</i></b> Squads are small groups of participants focussed on co-development to accelerate participants' professional growth.</p>	4 triad meetings		4 squad meetings
 <p><b>Group coaching</b></p>	<p>Three sessions organized by The A Effect and facilitated by a professional coach. At the end of each pillar, participants can ask questions related to what they have learned.</p>	3 group coaching session		



# Committed leaders who inspire action

A strong point of the The A Effect experience is how it draws inspiration from women and men who have climbed the corporate ladder. Here are some of the leaders that share their best advice within the framework of our various programs.



# Corporate program

## Your advantages

By registering a minimum of five participants in the same cohort, your company benefits from:

- 1 Access to the corporate toolbox, which outlines the key program stages and provides communication tools to help with engagement before, during, and after the program;
- 2 An internal pre-launch presentation to explain the program to participating employees and their managers (for companies with 11 participants or more, in one or multiple program);
- 3 Guidance from the The A Effect client service team before, during, and after the program;
- 4 A special discounted rate based on the number of participants (participants from several programs can be counted together);
- 5 A final report that recaps employees' experience and shows their progress.

## Accelerate the experience!

An effective learning environment fosters new skills integration and behavioural transformation. The A Effect programs are provided on a turnkey basis but companies can provide additional support to their participants. For example:

- Integrating The A Effect programs to their leadership and/or diversity and inclusion strategies;
- Naming a team member as program coordinator, for even more personalized follow-ups;
- Personalize the programs based on their workplace culture, by having their leaders take part in certain moments of the programs.

# Graduates already show tangible results\*

One year after completing the *Défi 100 jours*:

97 %

of participants would recommend the *Défi 100 jours* to a colleague or a friend.

86 %

say they have taken the initiative to manage a new project in their organization.

89 %

say they have better self-confidence.

96 %

have applied what they have learned in the performance of their duties.

\* Survey conducted in partnership with polling firm Léger in February 2020.

## Company testimonials



"I saw bold transformation take place for the vast majority of The A Effect participants. Women confided that the greatest insight was learning to DARE."

**Marie-Huguette Cormier**

Executive Vice-President  
Human Resources and Communications  
Desjardins

**A partner since 2017**



"The A Effect participants have not only gained confidence in their abilities, they have understood the true value of networking and 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**

Vice-President  
Global Human Resources  
CAE

**A partner since 2017**

## Graduate testimonials



"I realized that I was my own enemy. I was in my own way... The A Effect helped me realize this and assert myself fully."

**Mélanie Lavoie**

Senior Vice-President  
Talent & Culture  
VOSKER



"The A Effect gave me the confidence I needed to take risks and seize opportunities. Now I'm a manager, a position I only hoped to achieve ten years from now!"

**Isabelle Brancoli**

Casualty Unit Claims Manager  
Intact Insurance

club<sup>A</sup>

# A Community Connected to Women's Ambition

This is a space where women are building a powerful network of support and mutual assistance that fast-tracks their growth and propels their ambition. The experience of Club A is lived out through interactive events, an online platform, and content provided by members and experienced leaders.

## Description

Club A is designed to help women overcome professional barriers and fast-track their career development by benefiting from the experience and learning of hundreds of women who have preceded them.

### On the agenda:

- Networking activities
- Discussion circles
- Interactive events
- Exclusive inspiring content
- Committee of 6 to 8 co-development allies

## Who is Club A meant for?

Club A is for every woman who wants to achieve her aspirations through contact with a network of ambitious women. This online community allows members – women only – to resolve professional concerns effectively, to project themselves forward by identifying with various female role models, and to progress in their careers.

"I met wonderful people. We discussed our concerns and spontaneously trusted each other. In Club A, I forgot the stresses of daily life; we were there to support each other, women giving each other a helping hand."

### Anne Cournoyer

Premier Chef of Radio-Canada's Advertising Strategy, Information, and Specialty Channels

\* Currently available in North America only.

\* The Club A is only offered in French.



30 jours  
avec

# Sophie Brochu

Se recentrer  
pour voir loin

## *A Masterclass by The A Effect*

The feeling of being stuck in a fog or acting on autopilot can happen at any point in a career. This masterclass by The A Effect is designed to help women regain a sense of clarity about what drives them. It's an intensive training program that enables them to project themselves into the next stage of their career with a solid sense of self.

### Description

#### **Privileged Access: Leader, Coach, Community**

Through four original lessons, Sophie Brochu gives women privileged access to the thoughts and tools that make her a leader admired for her consistency and vision. Over 30 days, she shares with participants what she has learned in 30 years about the importance of self-knowledge.

This behavioural science-based journey offers an agile, progressive approach designed around three levels of engagement: introspective listening, sharing with the community, and experimenting with new behaviours.

### **On the agenda:**

#### **30 days of activities and discussions**

- 1 launch with The A Effect team
- 4 meetings for themed discussions between participants
- 4 thematic videos with Sophie Brochu
- 4 sets of activities led by our coach, Helen Antoniou
- 1 technological learning platform
- tools to anchor the lessons and take action

### **Who is this program meant for?**

The masterclass is for women who are looking to project themselves into the next stage of their career, anchored in a solid sense of self. It provides all the tools required for reflecting on the next career step, tools to bring out whenever the need arises!

\*All activities take place online. Participants should allow for 1 to 2 hours per week to complete their program.

\* This program is only offered in French.

# 5,000 graduates from over 50 companies worldwide

ACCENTURE  
AMF  
AUTODESK  
BANQUE NATIONALE  
BANQUE ROYALE  
BOMBARDIER  
CAE  
CAISSE DE DÉPÔT ET  
PLACEMENT DU QUÉBEC  
CAPGEMINI  
CENTRE HOSPITALIER  
PRINCESSE GRACE  
CGI  
CN  
CRÉDIT AGRICOLE  
DÉCATHLON  
DELOITTE  
DESJARDINS  
FIERA CAPITAL  
GRDF - GAZ RÉSEAU  
DISTRIBUTION FRANCE  
GOOGLE  
GOUVERNEMENT PRINCIER  
PRINCIPAUTÉ DE MONACO

GROUPE MUTUEL  
GROUPE TD  
GRTGAZ  
HATCH  
HYDRO-QUÉBEC  
IBM  
IVANHOÉ CAMBRIDGE  
INVESTISSEMENTS PSP  
INVESTISSEMENT QUÉBEC  
LA CAPITALE | BENEVA  
LANGLOIS AVOCATS  
L'ORÉAL  
MCKESSON  
ONE POINT  
POLYTECHNIQUE MONTRÉAL  
PRATT & WHITNEY  
PWC  
QUÉBEC INTERNATIONAL  
RAYMOND CHABOT  
GRANT THORNTON  
RETRAITES POPULAIRES  
RICHTER  
RIO TINTO

ROLEX  
ROMANDE ENERGIE  
RONA  
SAQ  
SAPUTO  
SBB-CFF  
SNC LAVALIN  
SOCIÉTÉ DES BAINS DE MER  
DE MONACO  
SOLLIO GROUPE COOPÉRATIF  
SOLVAY  
SSQ ASSURANCE  
STM  
SWISSCOM  
SWISSQUOTE  
TRANSAT  
UBISOFT  
UBS  
VAUDOISE ASSURANCES  
VIA RAIL  
VIDÉOTRON  
YVES ROCHER

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# APPENDICES

## Program schedules

Detailed program schedules for Fall 2022 available upon request.



# Ambition Challenge Schedule

Fall 2022

September 9 to December 9

Activity	Objectives	Date and Time Eastern Time (ET)
<b>Pre-launch period</b> Introduction card	<ul style="list-style-type: none"><li>Evaluate your behaviours and mindset</li><li>Reflect on your personal ambition in order to choose your challenge</li></ul>	<b>September 9 to 16</b>
<b>Official launch</b>	<ul style="list-style-type: none"><li>Understand how the program works</li><li>Prepare for the next steps</li></ul>	<b>Wednesday, September 14</b> 11:30 a.m. to 12:30 p.m.
<b>Workshop 1</b> Boost your confidence	<ul style="list-style-type: none"><li>Clarify your challenge and outline the next steps to meet it</li><li>Learn how to get out of your comfort zone to build your confidence little by little</li></ul>	<b>Wednesday, September 21</b> 11 a.m. to 1:30 p.m.
<b>Group coaching 1</b>	<ul style="list-style-type: none"><li>One-hour session led by a professional coach</li></ul>	<b>Wednesday, September 28</b> 11:30 a.m. to 12:30 p.m.
<b>Web conference 1</b> A matter of confidence	<ul style="list-style-type: none"><li>Get inspired by a great leader to build your confidence and solidify it throughout your career</li></ul>	<b>Wednesday, October 12</b> 11:30 a.m. to 12:30 p.m.
<b>Workshop 2</b> Take strategic risks	<ul style="list-style-type: none"><li>Learn how to take risks on a regular basis to propel your ambition</li><li>Develop best practices in negotiation for your organization and for yourself</li></ul>	<b>Wednesday, October 26</b> 10:30 a.m. to 1 p.m.
<b>Group coaching 2</b>	<ul style="list-style-type: none"><li>One-hour session led by a professional coach</li></ul>	<b>Wednesday, November 2</b> 11:30 a.m. to 12:30 p.m.
<b>Web conference 2</b> A matter of influence	<ul style="list-style-type: none"><li>Get inspired by the career of a great leader to develop your influence and your internal network</li></ul>	<b>Wednesday, November 24</b> 11:30 a.m. to 12:30 p.m.
<b>Workshop 3</b> Expand your influence	<ul style="list-style-type: none"><li>Learn how to put networking techniques into practice</li><li>Develop more than a network: your community</li></ul>	<b>Wednesday, November 30</b> 10:30 a.m. to 1 p.m.
<b>Group coaching 3</b>	<ul style="list-style-type: none"><li>One-hour session led by a professional coach</li></ul>	<b>Wednesday, December 7</b> 11:30 a.m. to 12:30 p.m.
<b>The 100 days summary</b>	<ul style="list-style-type: none"><li>Consolidate your learnings</li><li>Celebrate your success</li><li>Build on the momentum you gained over 100 days and reach your objectives beyond the Ambition Challenge</li></ul>	<b>December 2 to 9</b>

## Triad meetings

### Objectives

- Deepen the learning of the program with fellow triad members
- Encourage collaboration and self-improvement through a network of participants

1	2	3	4	5 (optional)
Between September 16 and 25	Between September 30 and October 9	Between October 21 and 30	Between November 11 and 20	Between November 23 and December 15

### Notes:

Dates are subject to change.

Events are broadcast live but also recorded and posted on the learning platform within 48 hours of their livestream.

The **A**Effect

# Défi 100 jours Schedule Canada - France - Switzerland

Fall 2022

September 9 to December 9

Activity	Objectives	Time and Date (Eastern Time (ET)) (France & Switzerland: Central European Time (CET))
<b>Pre-launch period</b> Introduction	<ul style="list-style-type: none"> <li>Evaluate your behaviours and mindset</li> <li>Reflect on your personal ambition to decide on a challenge</li> </ul>	<b>September 9 to 16</b>
<b>Official launch</b>	<ul style="list-style-type: none"> <li>Understand how the program works</li> <li>Prep for the next steps</li> </ul>	<b>Thursday, September 15</b> 11 a.m. to 12 p.m. (Canada) 5 p.m. to 6 p.m. (France & Switzerland)
<b>Workshop 1</b> Boost your confidence	<ul style="list-style-type: none"> <li>Clarify your challenge and outline the next steps to meet it</li> <li>Learn how to get out of your comfort zone to build your confidence little by little</li> </ul>	<b>Thursday, September 22</b> 9 a.m. to 11:30 a.m. (Canada) 3 p.m. to 5:30 p.m. (France & Switzerland)
<b>Web conference 1</b> A matter of confidence	<ul style="list-style-type: none"> <li>Get inspired by a great leader to build your confidence and solidify it throughout your career</li> </ul>	<b>Thursday, October 13</b> 11 a.m. to 12 p.m. (Canada) 5 p.m. to 6 p.m. (France & Switzerland)
<b>Workshop 2</b> Take strategic risks	<ul style="list-style-type: none"> <li>Learn how to take risks on a regular basis to propel your ambition</li> <li>Develop best practices in negotiation for your organization and for yourself</li> </ul>	<b>Thursday, October 27</b> 9 a.m. to 11:30 a.m. (Canada) 3 p.m. to 5:30 p.m. (France & Switzerland)
<b>Web conference 2</b> A matter of influence	<ul style="list-style-type: none"> <li>Get inspired by the career of a great leader to develop your influence and your internal network</li> </ul>	<b>Thursday, November 17</b> 11 a.m. to 12 p.m. (Canada) 5 p.m. to 6 p.m. (France & Switzerland)
<b>Workshop 3</b> Expand your influence	<ul style="list-style-type: none"> <li>Learn how to put networking techniques into practice</li> <li>Develop more than a network: your community</li> </ul>	<b>Thursday, December 1</b> 10:30 p.m. to 1 p.m. (Canada) 4:30 p.m. to 7 p.m. (France & Switzerland)
<b>Summary of the 100 days</b>	<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 <i>Défi 100 jours</i></li> </ul>	<b>December 2 to 9</b>

## Triad meetings

### Objectives

- Deepen the learning of the program with fellow triad members
- Encourage collaboration and self-improvement through a network of participants

1	2	3	4	5 (optional)
Between September 15 and 26	Between September 30 and October 12	Between October 21 and 31	Between November 11 and 21	Between December 2 and 19

All events are virtual except for Workshop 3 in France and Switzerland that is scheduled to take place in person in accordance with public health's recommendations.

#### Notes:

Dates are subject to change.

Events are broadcast live but also recorded and posted on the learning platform within 48 hours of their livestream.

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# Défi Leadership Schedule

Fall 2022

September 7 to December 7

Program	Objectives	Date and Time Eastern Time (ET)
<b>Pre-launch period</b> Introduction	<ul style="list-style-type: none"> <li>Identify your introspection practices and approach to professional development</li> </ul>	<b>September 7 to 14</b>
<b>Official launch</b>	<ul style="list-style-type: none"> <li>Get the necessary tools and explanations to begin the <i>Défi Leadership</i> with the best mindset possible</li> </ul>	<b>Friday, September 16</b> 11 a.m. to 12 p.m.
<b>Squad – Meeting 1</b>	<ul style="list-style-type: none"> <li>Get to know the members of your squad from the outset</li> <li>Meet in an informal setting</li> <li>Pick a squad leader</li> </ul>	<b>Between September 16 and 30</b> (before the first workshop)
<b>Workshop 1</b> Asserting who you are as a leader	<ul style="list-style-type: none"> <li>Solidify your leadership role and style</li> <li>Clarify your unique value contribution</li> <li>Discuss the impact of authenticity on leadership</li> <li>Do exercises with your squad</li> </ul>	<b>Friday, September 30</b> 9 a.m. to 12 p.m.
<b>Web conference 1</b> Discussion about courage	<ul style="list-style-type: none"> <li>Make courage a core part of your leadership style</li> <li>Learn how to rally your team even when things get tough</li> </ul>	<b>Tuesday, October 28</b> 11 a.m. to 12 p.m.
<b>Squad – Meeting 2</b>	<ul style="list-style-type: none"> <li>Use co-development and group expertise to resolve problematic situations</li> </ul>	<b>Between October 5 and November 2</b>
<b>Web conference 2</b> Discussion on becoming a coach-leader	<ul style="list-style-type: none"> <li>Understand how to leverage the coach-leader mindset to mobilize your team and delegate more</li> <li>Learn which circumstances call for this approach</li> </ul>	<b>Friday, November 18</b> 11 a.m. to 12 p.m.
<b>Squad – Meeting 3</b>	<ul style="list-style-type: none"> <li>Use co-development and group expertise to resolve problematic situations</li> </ul>	<b>Between November 4 and December 2</b> (before workshop 2)
<b>Workshop 2</b> Being a calm leader	<ul style="list-style-type: none"> <li>Develop a calmer, more creative and more agile mindset in a complex world that is constantly changing</li> <li>Take a step back to become an empathetic and poised leader</li> <li>Make friends with discomfort and use it to develop a lasting leadership style</li> <li>Do exercises with your squad</li> </ul>	<b>Friday, December 2</b> 9 a.m. to 12 p.m.
<b>Squad – Meeting 4</b>	<ul style="list-style-type: none"> <li>Use co-development and group expertise to resolve problematic situations</li> </ul>	<b>Between December 6 and December 21</b>
<b>Summary of the 100 days</b>	<ul style="list-style-type: none"> <li>Do a personalized assessment</li> <li>Anchor your learnings</li> <li>Prepare for ongoing leadership development</li> </ul>	<b>December 7 to 14</b>
<b>Squad – Meeting 5 (2023)</b>	<ul style="list-style-type: none"> <li>Get back into the habit of meeting regularly as a squad</li> </ul>	<b>To be determined between you and your peers</b>

## Notes:

Dates are subject to change.

Events are broadcast live but also recorded and posted on the learning platform within 48 hours of their livestream.

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