



Program Leader's Guide

The ^AEffect

Dear Partner,

We are pleased to count you among those who are committed to fostering female talent in their organization.

Your employees are about to embark on an innovative experience that has consistently demonstrated its ability to transform behaviours that will help them take various actions daily. For some, these changes will result in significant career advancement, for others, changes will occur through strong leadership within your organization, ultimately contributing to collective success.

To maximize your employees' experience, your team's support is important. This program blends perfectly with your internal initiatives to foster your best female talent while promoting employee retention. This guide provides the tools and ideas needed to support your participants and maximize their experience throughout the 100 days and beyond.

We look forward to sharing this experience with you.

The A Effect Team

Professional development programs

The A Effect's programs are based on a unique methodology that combines various learning strategies to reinforce the acquisition of new behaviours. Full details are available in the [Program Guide](#).

How to select your participants?

Basic selection criteria for your candidates:

- They are ambitious and have at least five years of professional experience.
- They embrace new challenges and get out of their comfort zone.
- They are able and willing to devote between one and two hours per week (not counting The A Effect activities) to the program.
- They have approval and support from their direct manager.
- They show their interest in levelling up in the organization.

Specific criteria to consider based on your objectives:

- They possess leadership skills that have been recognized in a performance review.
- They are responsible for a new project and increase its chances of success through additional resources.
- They are involved in decision-making and manage a team.
- They have been identified (as part of their performance reviews) as high potentials for your organization.

Different objectives may guide your selection of participants for the various programs offered by The A Effect.

- 1 **Identify and confirm emerging talent** among employees who demonstrate leadership skills.
- 2 **Prepare the next generation of managers and stimulate the advancement of aspiring candidates** to the position of director or vice-president.
- 3 **Foster business development** through the network of program participants.
- 4 **Build a network** within your organization of employee participants.





There are several ways to select who will participate in The A Effect's programs. One of them is included below, but don't hesitate to contact us if you'd like to discuss the various options.

- 1 Have high-level managers identify three to five candidates (or more depending on the number of participants that you wish to register).
- 2 Gather managers together and have them present their selected candidates and draw up an official short list.
- 3 Notify the selected participants and ensure their availability for the targeted program by sending them the Program Guide.
- 4 Announce that an official The A Effect cohort has been created within the organization. Make sure to include a message from upper management that addresses the importance of diversity and inclusion in the organization and its positive impact on the organization.

Tips to support your participants during the programs

A good learning environment allows participants to integrate new skills and transform behaviours. There are a few ways that you can offer additional support to your participants even though we offer turnkey professional development programs:

- 1 Show that your organization believes in the programs.
- 2 Stress the importance you place on the development of your employees and the company's vision for participating in The A Effect's programs.
- 3 Create an environment that encourages discussions between participants and managers.

Because training programs don't have the same objectives, some proposals may only be possible for the *Défi 100 jours* or its English version, the Ambition Challenge. Since the *Défi Leadership* is intended for current managers, supporting them is often less necessary because we encourage them to turn to their squad for answers to their questions. See the Program Guide to learn more about the squad co-development approach.

The cohort or human resources director can:

- Read the activity cards that participants receive on the The A Effect learning platform as a way of staying informed.
- As the program(s) unfolds/unfold, send two or three emails to ensure they are satisfied with the program.
- Invite participants to attend the workshops and web conferences as a group and/or have follow-up discussions.
- Organize a virtual event during which participants exchange informally with one or more senior leaders. Ideally, ensure that there is at least one woman among the senior leader(s).



A woman with blonde hair, wearing a white blazer over a dark top, is clapping her hands. She is in the foreground of a blurred audience. The background shows other people, some also clapping, in a dimly lit setting. The overall color palette is warm, with orange and blue tones.

Direct managers can:

- Log on the The A Effect learning platform to access all of the activity cards and gain a deeper understanding of the program(s) and its/their journey(s).
- Let their participating employees know that they are available throughout the program should they want to discuss.
- Share relevant information with their participating employees, depending on the content that is being discussed in the program.
- Peruse the Manager's Guide to find discussion topics for their participating employees (*Défi 100 jours* and *Ambition Challenge*).

The president or senior executives can:

- Send an email to all participants congratulating them on being chosen to take part in the program (to be sent at the beginning of each program).
- Attend the internal launch of each program with participants or at another key moment over the course of the 100 days.
- Convey, by email, in a newsletter or as part of a speech, that the organization supports diversity and inclusion at large as a means of improving its overall performance.

Give visibility to your The A Effect participants


- Publish an article about a group of program participants or feature individual profiles in your company's newsletter.
- Invite participants to share their experience during a lunch conference with your employees.
- Share content from The A Effect through your social media platforms.
- Invite your employees to gain better understanding of The A Effect by suggesting they listen to The A Effect's podcast containing interviews with business leaders (available in French only). <https://effet-a.com/balado-liste/>.



Strengthen ties between your participants and your graduates

Organize meetings between graduates and current program participants to maintain momentum once the program is completed. These meetings also serve to strengthen the internal network among this group of employees.

- Pair up old and new participants in dyads and invite them to talk to each other three times throughout the 100 days (*Défi 100 jours* and *Ambition Challenge*).
- Share each participant's email among the group to encourage informal exchanges between participants.



Contact us for more information.

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