



# HBA Global Ambassador Program

Overview for Corporate Partners

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# HBA Global Ambassador Program



The Global Ambassador Program (GAP) is the HBA's premier corporate program for leadership development. Serving as a global resource for HBA Corporate Partners\*, it offers leadership immersion to address gaps in current professional development opportunities. The program transcends existing ERGs, aiming to elevate women to influential decision-making roles.

The program also 'bridges the GAP' across Corporate Partners to:

- Collect and share best practices on equity and inclusion
- Foster community and connections among participating business professionals, resulting in robust HBA networks both internally and externally
- Activate executives as allies and sponsors, enhancing their commitment as champions of DE&I and gender equity
- Accelerate HBA's growth in new markets



# HBA

## How does it work?

The HBA Global Ambassador Program is a 12-month self-directed leadership development program for 15-30 emerging leaders (HBA members\*), embedded in the workday, office-based or virtually. Designed to accelerate their advancement, the HBA and HBA-trained volunteer Advisors will empower and guide the 'Ambassadors' through the development and execution of:

- **Individual development goals** to ready themselves for the next step on their career ladder
- **Group initiatives** for the company, which empower the Ambassadors to explore their leadership potential in new ways *and* result in positive impacts and benefits across the organization

### THE RESULTS

#### For the Ambassadors:

- Significant cross-functional exposure
- Visibility
- Confidence-boosting autonomy
- Customized leadership development
- Accelerated advancement

#### For the Company:

- An engaged HBA Community internally
- Customized task force for strategic priorities
- Showcases inclusion initiatives
- Positive impacts from group initiatives
- Develops, diversifies, retains talent

*\*Many companies provide designee memberships to their Ambassadors, but the HBA can facilitate a bulk membership purchase if needed. Please [contact us](#).*

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# What's included?

5

Live and virtual peer-support 'communities of practice' for:

- Champions
- Executive Sponsors
- Executive Committees
- Ambassadors
- And Alumni

6

6+ hours of HBA-led live sessions to get set up for success

1

Live Launch event during a designated launch window

2

HBA-trained volunteer Advisors

1

HBA-trained volunteer Program Excellence Manager

30

Digital Badges to showcase Ambassador credentials

## And exclusive access to:

- The HBA GAP Resource Center
- Ambassador Program events, content, and offerings

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# The GAP Experience

**Purple**  
Community of Practice

**Teal**  
Virtual/self-paced onboarding

★ Advisor Office Hours and Meetings  
✦ Set/assess progress towards goals



# Why the Global Ambassador Program?

- Empowers women and men to amplify their voices and become thought leaders for diversity, shifting the mindset towards proactive leadership through self-direction
- Offers exposure and ongoing support on-the-job from internal and external industry leaders (HBA Advisors, peers, and senior advocates)
- Operates independently with guidance from the HBA, leveraging key leadership, innovation and communication skills when interfacing with managers and other departments like HR to minimize operational burden; cost-effective compared to standard leadership training
- Can collaborate with employee resource groups to enhance efforts and be an amazing platform to showcase DE&I initiatives to build company brand
- Exclusive access to HBA Ambassador Offerings, such as the Ambassador Learning Center, Awards, Networking events and much more...

**The HBA has over 100 individuals supporting nearly 50 programs, representing nearly 30 companies, resulting in a vast global network of support and connections.**

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# The GAP Impact

*This program has been a game-changer, providing me with a unique opportunity to break down barriers [silos] and collaborate with key stakeholders across my organization. This exposure has been incredibly valuable, prompting a significant shift in my mentality and allowing me to incorporate fresh approaches in my current role.*

**- Megan Hernandez**  
Athenahealth Ambassador

*I have discovered a stronger core skill in strategy, and leading teams to navigate through ambiguity.*

**- Nana-Ama Amaning**  
J&J Ambassador

*I found that the time spent within this program really provided me with a safe space to explore my potential in new ways... [the program] also taught me the essential skills and techniques I need to look at challenges from different perspectives.*

**- Manesha Shedh**  
J&J Ambassador

*I discovered new leadership skills within myself, which gave me confidence and inner strength.*

**- Géraldine Wagner**  
Novartis Ambassador

*I stand here today with a sense of self-assurance that radiates in my day-to-day activities.*

**- Kristin DeWitt**  
Daichi Sankyo Ambassador

*[The team] has been ignited with a wave of enthusiasm, active participation, and also enabled collaboration among employees across our organization.*

**- Gabriella Caravello**  
speaking on the Syneos Health Argentina Cohort

*Self-esteem is such an important value gleaned from the Ambassador Program. For many of our cohort members, it is a game-changer.*

**- Sharon Weinstein**  
HBA Ambassador Learning Center co-lead

***I am bolder and have found my place at the table.***

**- Nyawira Njeru**  
Former Champion and current HBA Board Member

**In one recent program...**

**One Third**

**(9 out of 27)  
received promotions during the course of the program.**



# Eligibility and Costs

Purple, Gold, and Silver HBA Corporate Partners are exclusively eligible for the Ambassador Program:

| Partnership Level | Standard* Partnership Package Includes: |
|-------------------|---|
| Purple            | Three (3) active Ambassador Programs    |
| Gold              | Two (2) active Ambassador Programs      |
| Silver            | One (1) active Ambassador Program       |

A-la-carte programs for eligible Corporate Partners: \$15,000

*\*Number of programs in partnership package can be customized.*

*Additional fees may apply (All Ambassadors must be HBA members. If the program launch is held in person, your company will be responsible for the HBA Launch Leader travel/rooming costs).*

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**HBA** Healthcare Businesswomen's Association

Questions?

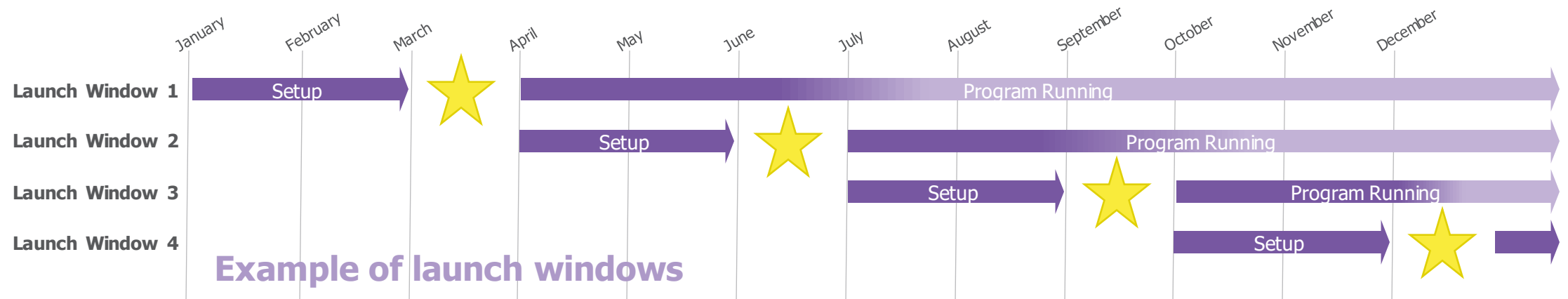
# Setting up to Launch

The HBA GAP launches new programs multiple times each year during designated **Launch Windows**.

These launch windows form a HBA **Community of Practice**, led by the HBA GAP, and bringing together company leaders involved in the setup of each program for peer-support, guidance, and sharing of best practices.

## Why launch windows?

- Leans into peer-support
- Builds cross-company connections
- Increases transparency and collaboration
- Allows for clear, manageable timelines



# The GAP Setup Process

**Step 1:** Submit GAP Form

Automated form makes it easier for companies to provide HBA all we need to know to start the setup process on their own time/at their own pace (some pre-work required)

**Step 2:** Select Ambassadors

**Step 3:** Plan Launch event

[Champion] Enhanced by peer Communities of Practice, and armed with numerous tools, resources, and best practices to help make it easy

**Step 4:** Determine problem statement(s)

[Executive Sponsor] Provides the framework to ensure group initiatives achieve game-changing results for the organization, supported by HBA

**Step 5:** LAUNCH!

A robust 3- to 4- hour live event experience to ensure the program is kicked off with gusto



# Exclusive Offerings for Ambassador Companies

The HBA has a number of exclusive offerings for HBA Ambassador Companies and participants to take advantage of during the program:

- Master classes and coaching through our [Ambassador Learning Center](#)
- Annual award events
- Networking events in conjunction with HBA Woman of the Year, the HBA European Leadership Summit, and the HBA Annual Conference

Also, as HBA members, Ambassadors have access to a wealth of HBA membership benefits, including:

- In-person and virtual networking and educational events
- Leadership opportunities within HBA chapters, regions, and other sanctioned groups
- More at [www.hbanet.org/membership](http://www.hbanet.org/membership)

# You're Interested...Now What?

**Step 1:** build your team and collaborate with the HBA

**Step 2:** develop your program strategy

**Step 3:** submit your **Activation Form** confirming your intent to launch\*

**Step 4:** Launch, Engage, Assess, and Graduate Your Emerging Leaders!

Please see the [\*\*GAP Activation Toolkit\*\*](#) to submit your intent to launch.

Refer to the [\*\*GAP Basics for Getting Started\*\*](#) as needed!

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\*The HBA sets multiple designated launch windows each year. Dates and deadlines can be found on the [HBA Website](#).

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