



Access GAP's
Getting Started
Resource Kit



HBA Ambassador PROGRAM



For additional program details please visit
www.HBAnet.org/Ambassador-Program

HBA Ambassador PROGRAM

The Global Ambassador Program (GAP) is the HBA's premier corporate program for leadership development. Serving as a global resource for eligible 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.





HBA

How does it work?

The HBA Global Ambassador Program is a self-directed leadership development program for 15-30 mid-level, emerging leaders* embedded in the workday, office-based or virtually.

Designed to accelerate their advancement, the HBA will empower and guide the 'Ambassadors' through:

- **Individual goals setting and leadership capabilities development**
- **The development and execution of group initiatives for the company**

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

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

#HBAimpact



What's Included?



Setting up for Success

- HBA Champion Training
- Access to the HBA GAP Resource Center
- A live Launch event



Supporting the Journey

- Communities of Practice for program participants
- Ambassador Leadership Dashboard
- HBA-trained member leaders (volunteers): two Advisors and one Program Excellence Manager
- Ambassador Program events, content, and offerings



Celebrating the Achievements

- HBA Digital Badges for program graduates
- Annual Awards events
- Ambassador Alumni Network*



GAP Impact: *Group Initiatives*

During the program, the Ambassadors will brainstorm and collaborate to bring big ideas to life to solve real challenges. These big ideas are the **Group Initiatives**. Here are a few examples of the problem presented by the company, the initiative developed by the cohort, and the ultimate result.

The Problem	The Initiative	The Result
Lack of customer-facing team understanding of community health inequities.	Develop pilot program to train account managers and sales specialists to address health inequities during customer engagements and provide company provided solutions	Development of Field Coaching Guide which enhanced customer trust, engagement, increased meaningful conversations, and built stronger connections to company brand.
Company needed a global talent development strategy.	Create a sustainable framework and Learning and Development Hub to enhance employee growth and career development.	Establishment of global framework that improved training adoption and provided clear learning paths for employees.
Female talent lack access to career planning resources opportunities.	Develop career progression series to provide practical advice from senior leaders and support for female career progression internally.	Empowered women and allies, improved career conversations, enhanced visibility and personal branding within the organization.
Female talent needed support and guidance to achieve their leadership aspirations	Develop mentoring program with company senior leaders.	Creation of a formal mentorship program, improved personal branding and improved company culture.
Lack of preparation for candidates looking to apply to internally posted positions.	Create and train group of interview coaches as a resource for site employees.	Creation and training of interview coaching group available to all company employees at the site, along with sustainable process for future use.
Company need to attract, develop and retain BAME (Black, Asian and Minority Ethnic) talent.	Develop culture that positions company as an employer of choice for BAME talent.	Collaboration with BAME ERG to develop culture. Division was named top 10 outstanding employer in a global ethnicity award.
Post-Covid need to rethink work flexibility	Conduct flexible working survey and develop potential future business models and work scenarios to be reviewed with senior management.	Increased flexibility in work policies, improved work-life balance, and evidence-based decision-making.

GAP Impact: *Individual Development*

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 Program Advisor



83%

Of recently surveyed participants:

Report that program participation helped them feel prepared to advance their career to the next level

Felt that the group initiatives helped them achieve their individual goals, with **63%** reporting them having *significant* impact on their individual goals achievement

97%

~92%

Credit the Ambassador Program itself for having some/a great deal of impact in helping improve their growth in their selected individual objective areas

Report some/a great deal of improvement across all individual goal areas, regardless of the goals they initially selected

75%

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
- 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...
- Cost-effective compared to standard leadership training

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

Visit HBA.net.org/Ambassador-Program for full program information.

#HBAimpact



Getting Started: Timeline

Access GAP's
Getting Started
Resource Kit



Preparing to launch an HBA Ambassador Program can take between 3-6 months. Programs are launched multiple times each year during windows designated by the HBA. Upcoming launch windows and deadlines are published at HBA.net.org/Ambassador-Program.



Getting Started: Checklist

Access GAP's
Getting Started
Resource Kit



Meet to review the Activation Discussion Guide:

discuss all questions to determine how this program could be leveraged internally and determine your program composition and launch timeframe.



Identify Your Executive Sponsors: Two senior executive supporters providing crucial strategic guidance, resource advocacy, and the initiative framework.



Identify Your Champions: Two director/senior director-level success drivers who will set up the program, oversee all cohort operations and progress, and provide strategic leadership to the Ambassadors.



Submit an Activation Form* including your identified Executive Sponsors, Champions, launch details (date/format), and program composition.

What happens after Activation?

The HBA will work with your program Champions to set up your program via our training series. This series reviews all setup details including recruiting participants, refining project ideas with the Executive Sponsors, and setting up to Launch!

Getting Started: Resources

Access GAP's
Getting Started
Resource Kit



The GAP Getting Started Resource Kit includes:

- **Getting Started Timeline:** phases, milestones and typical time frames to set up for success
- **Getting Started Checklist:** what's needed to complete your Activation Form
- **Activation Discussion Guide:** prompts developed to assist your organization on ways to maximize the program's potential
- **Activation Toolkit:** step by step instructions on how to complete the Activation Form
- **Role sheets** for key internal roles to support recruitment
 - Executive Sponsor
 - Program Champion
- **Reference videos:**
 - If you are activating a program included in your partnership package: *Where to find the Activation Form*
 - If you are purchasing additional program(s): *How to purchase an Ambassador Program a la carte*

Submit an Activation Form when ready!

This will provide the HBA the necessary details to support your program setup.

REMINDER: form deadlines for upcoming windows available on the HBA website

Access GAP's
Getting Started
Resource Kit



HBA Healthcare Businesswomen's Association

Visit HBA.net.org/Ambassador-Program for full program details.

Contact Us: GlobalAmbassadorProgram@hbanet.org

#HBAimpact