

HBA Volunteer Work: Leveraging Experiential Leadership to Move Up in Your Career

HBAnet.org

Today's Presenters

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COE President,
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Chapter
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Why should you continue to volunteer with HBA?

*80% of positions are filled from within and through recommendations
– only 20% through agencies and job postings.*

How do I get known or referred?

- You have to know people and you have to show them what you can do!
- What better group to build with than an organization whose members span the healthcare industry and whose core purpose is to support and build you up?!

Increase your visibility, Expand your network

- Increase professional connections
 - Build closer relationships within or across chapters and region
 - More ways to connect –volunteer work and planning creates more “fun” gatherings



Build and demonstrate your skills



- Showcase your unique talents
 - Use skills that you don't often get a chance to at work
 - What are you not doing in your day job that you want to?
- Learn and practice new techniques and strategies
 - Governance that can be applied directly to your career.
- Build your leadership experience
 - Strengthen critical leadership, consensus-building, negotiating and management skills by serving on committees and working together on programs, initiatives and events.

Rewards and Recognition for your Contribution

- Chapter, Region, National Levels
- Presidents Award, Innovation Award, Council of Chapter President's Award, Chapter Excellence Award, LEAD Award, Star Award, Legacy Award, Marie Curie Award, Everest Award, Honored Volunteer Award
- SPARK Award and Volunteer of the Month Award
- Letters of Recognition to your company or leader



Barriers to Volunteering

Are you concerned about time commitments? Level of learning?
What if I fail?

- There are opportunities to fit every career, every level, and every schedule.
- The Healthcare Businesswomen's Association (HBA) offers experiential leadership and professional development opportunities for members at all career levels.
- HBA's inviting and supportive environment provides you with a safe place to learn, contribute and grow."

Understanding What you Want, and How to Get it

* Center of Talent Innovation

89% of US
Women Want
This

FLOURISH Women flourish and flower when they feel they have agency and impact; when they have the ability to self-actualize. Flourishing is grounded in health and well-being, as well as in freedom and autonomy. When women have a real measure of control, they can manage competing demands in ways that sustain their physical well-being, replenish their energy, and fulfill their emotional and spiritual needs.

Important to
89% of US
Women

EXCEL Women want intellectual challenge in order to grow their mastery and ace a domain of knowledge or an expertise. But since an approving audience is what inspires mastery and the pursuit of excellence, women also want recognition.

This drives 80%
of US Women

REACH FOR MEANING AND PURPOSE Women find work meaningful when it allows them to model success and exceed expectations—their own, and those of their family or community. It's important to women to achieve stretch goals set before them or their team and to have lasting impact in their profession or field. Women find work particularly meaningful when it helps advance causes important to them. These causes center on improving lives through health and education, advancing social justice, and healing the planet.

Driver for 67%
of US Women

EMPOWER OTHERS, AND BE EMPOWERED

Women seek sponsors: senior colleagues who are willing to take a bet on them and advocate for their next big opportunity. They also seek protégés: High-achieving junior colleagues who deepen their capabilities, extend their reach, and burnish their brand.

Critical for
57% of US
Women

EARN WELL Women say it's important to them to attain financial security as well as financial independence, but also to sustain a comfortable lifestyle for themselves, their offspring, and their parents.

How to get promoted — according to five powerhouse female CEOs

Looking for your next raise or promotion? You can learn a lot from these women.

I learned how to network.

Megan Driscoll, CEO and founder of [EvolveMKD](#) public relations firm

I decided to never compromise who I am.

Janice Bryant Howroyd, founder CEO of [The ActOne Group](#), the largest woman-owned human resources solutions firm in the country

I asked for additional opportunities.

Beth Gerstein, co-founder and co-CEO of [Brilliant Earth](#), an ethically sourced bridal and fine jewelry company

I realized I was underpaid and **asked** for more money.

Christa Quarles, CEO of [OpenTable](#), the world's largest provider of online restaurant reservations

I learned how to lead the discussion about my promotion by making it less about me.

Autumn Manning, co-founder and CEO of [YouEarnedIt](#), an Austin, TX- based human resources technology company

Leverage Your HBA Volunteer Efforts and Quantify Your Value to Others

- Look for clues as to what is important to your current company's culture or the company you want to be with
 - How does what you do in the HBA match up with that outside of normal work hours?
 - What are their stated values and behaviors?
- Look at your job description and match it up to the volunteer description you have.
 - What hard skills am I building?
 - What soft skills I am building?
 - Who am I leading and how?
 - Create your narrative to about your WHY?
- Use your network to help you see yourself more clearly
 - We all have blind spots. Your HBA Network can be a great place to get feedback on your work
 - The HBA can give you a safe place to become more effective and find someone to help you tell your story.

Midwest Regional President – Engagement Center of Excellence

Description - A Center of Excellence (COE) president is a member of the Regional Council and is responsible in their functional area to **contribute as thought leader** to global COE, **integrates COE global strategies and priorities to the regional planning**, manage COE committees to provide COE **expertise and/or offerings to region, and ensure alignment of plans across chapter presidents and other COE's.**

The engagement COE president is responsible for **aligned member and volunteer engagement strategies across the region**; overarching HBA engagement strategy innovations; regional committee volunteer management and Regional Council Nominating **Committee co-leadership.**

Criteria - To be eligible for this role, you must be an HBA member and have previous board experience.

Position Overview

- **Highly visible, senior leadership role** offering significant exposure and opportunities in the local geography and across the global HBA organization
- Direct reporting relationship to the HBA Operating Board Regional Chair.
- Responsible for specific, functionally relevant planning and

Key Responsibilities

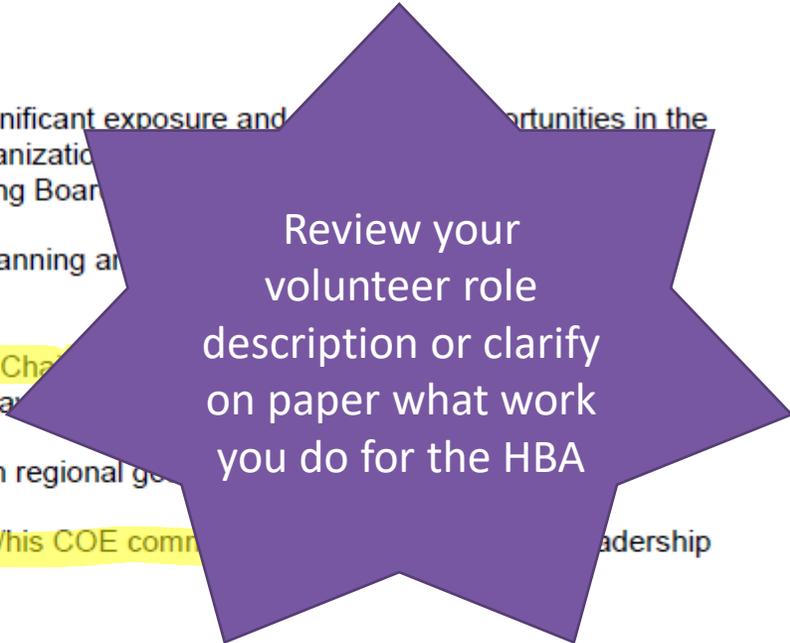
- **Work in collaboration with the Regional Council Chair** the HBA in the geography including HBA brand and company/business participation.
- **Defines and aligns COE priorities and plans** with regional goals
- Champions key regional growth initiatives
- Ensure **good working relationships between her/his COE committee leadership** and volunteer population

As regional COE leader

- Oversees **creation of strategic and annual plan for designated COE area**
- Chairs COE board meetings; ensures efficient and effective COE operations
- Creates and manage annual COE Budget; responsible for annual COE P&L
- Manages Regional Committee Directors; attends to succession planning for self and Directors; recommends candidates for leadership positions in COE to Regional Council Nominating Committee
- Works with regional teams and HBA Staff to ensure effective on-boarding and training of CEO volunteers.
- Mentors, coaches and supports Directors in their leadership roles and professional development.
- COE's are not directly involved in Affiliate stage, but as Affiliates are promoted to Chapter, COE leaders are responsible to ensure effective transition of new Chapters into Regional Operating Model.

As broader <COE functional> expert

- Sits on Global Council of COE presidents
- **Participates in defining/setting global COE strategy and priorities**
- **Facilitates the collection and sharing of new/innovative approaches and ideas; provides as input for Global Council consideration**



Review your
volunteer role
description or clarify
on paper what work
you do for the HBA

Current Job Description – Example

Key attributes for Associate Director Systems of Care

- Proven problem solver with solid analytical ability and **strategic thinking skills**.
- **Proven prioritization skills with ability to adapt to change.**
- Deep understanding of healthcare marketplace and trends.
- **Proven leadership ability with customers and internal matrix teams.**
- Able to demonstrate customer-centric **relationship building**.
- **Entrepreneurial mindset.**
- Must have solid understanding of organized customer groups in healthcare (IDNs, ACOs, Medical Groups, and GPOs).
- **Focus on integrity**; strong commitment to policies including Code of Conduct, and all applicable laws and regulations.
- Demonstrated ability to work in a diverse and inclusive environment free from all forms of discrimination and harassment.

Objectives:

- **Establish credibility and key relationships with a customer needs, identify shared priorities and improve patient care**
- Develop account management strategies in
- Follow macro trends (economic-, healthcare geographic level to identify opportunity and
- **Gather insights across matrix teams**
- **Provide recommendations on resourcing of account to internal stakeholders.**
- Periodically reassess and modify account strategies based on trends, insights, customer growth/needs.
- **Interpret business analytics to identify opportunities/actions for each account.**
- Map key account decision-makers, account decision-making processes, identify approach to engagement.
- **Coordinate account-level processes other key functions (e.g., customer marketing, digital teams) to provide “on-the-ground” perspective**
- **Work with Managers across geographies to share learnings, insights, and opportunities.**



Review your job description for your current or desired role, pulling out core competencies and responsibilities

Example Matching Your Volunteer Work to your Position Profile

Position Profile

- Strategic thinking skills.
- Proven prioritization skills with ability to adapt to change.
- Proven leadership ability with customers and internal matrix teams.
- Entrepreneurial mindset
- Gather insights across matrix teams
- Interpret business analytics to identify opportunities/actions for each account.
- Coordinate account-level processes

Volunteer Job Description

- Contribute as thought leader
- Integrates COE global strategies
- Ensure alignment of plans and priorities across chapter presidents and other COE's.
- Committee co-leadership with COE
- Collaborates with Chapter Presidents for agreed upon priorities and tactics
- Defines and sets annual strategic plan with success measurement

Look for overlap between the roles you have or want to have and look for gaps!

Find your next best move in volunteering!

Build on Existing Skills □ **Learn New Skills** □ **Lead others in Skill Acquisition**

Here is the link to the community and then click “Volunteer”

<https://community.hbanet.org>

Testimonial- Lisa Chengary



Better Health, Brighter Future

**Manager, Multi-Channel Marketing - GI
Customer Engagement Marketing Innovation
Neuroscience & Ophthalmics Business Unit, US Marketing**

***HBA Chicago-Northern Suburbs Chapter Operations Director
2018 Chapter Excellence Award Winner***

Questions For Presenters?

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Thank You!

“Wherever you turn, you can find someone who needs you. Even if it is a little thing, do something for which there is no pay but the privilege of doing it. Remember, you don’t live in the world all of your own.”

~Albert Schweitzer

