



Join Us

The HBA Ambassador Program

HBA's solution for our corporate partners to accelerate the development, advancement and visibility of their talent pool.

The HBA Ambassador Program

Available as a benefit to Purple, Gold and Silver HBA corporate partners, this year-long leadership development program will engage 15-30 employees as '**Ambassadors**'. HBA-trained advisors will assist your organization in customizing this self-directed program to corporate goals and the Ambassadors themselves will work on their own individual success metrics as well as various group initiatives for the company.

This program results in creating a motivated and engaged HBA community inside your organization, while giving the individual participants a stronger voice and a platform to move the needle for themselves. Since it's conception in 2012, the HBA Ambassador Program has now expanded to more than 30 programs across the globe and impacted the development of thousands of individuals.

Each Ambassador program is provided two dedicated advisors from HBA to work with senior advocates to curate the cohort, extensive resources from the Global Ambassador Committee and direct connections to local and regional HBA leadership to further enhance the impact on the individual and company.

- Each Ambassador must be an HBA member
- Program is open to women and men
- Group can self-select or managers can choose high-potential employees
- Primarily directed at mid-level managers/directors

Ambassadors are required to commit a minimum of 4-6 hours per month, primarily during work hours.

This grass roots program enables each cohort to customize both individual and group goals such as:

- Individual success metrics to achieve
- Providing HBA programming for other colleagues
- Opportunities to expand their internal/external networks
- Pull-through of high-level company priorities with HBA:
 - implementation of HBA Gender Parity Collaborative initiatives across the organization
 - expanding HBA participation to new sites
 - connecting colleagues globally
- Providing access/visibility to internal and external senior executives as speakers, advocates, mentors and sponsors
- Creating public speaking opportunities and a visible personal brand for Ambassadors

The Results:

For the individual: dramatic improvements in self-confidence, personal brand and often promotions.

For the company: improved access to HBA resources, talent retention, connections to internal/external networks, and enhancing the company's reputation for supporting diversity and inclusion.

To learn more please visit www.HBAnet.org/The-HBA-Ambassador-Program