



HBA Ambassador Program

2021 Program Cost Guide

Exclusive for Purple, Gold and Silver-level HBA Corporate Partners

The HBA Ambassador Program

HBA's one year leadership training program

Overview

The Ambassador program helps companies develop a diverse bench of future leaders. Through ongoing leadership training embedded in the workday and by leading diversity, equity and inclusion initiatives, the Ambassadors and the broader employee population benefit. Participating as Ambassadors increases engagement and job satisfaction that drives productivity and retention. In participating, companies demonstrate their commitment to inclusion and diversity internally and externally to the healthcare industry

The Program

Developing future leaders takes time and leadership training is expensive. Most companies cannot afford year-long training for high potential mid-level employees and data confirms that 80% of effective training is on the job. The program offers one year of leadership training for 15-30 women and men, driven by the participating employees and aligned to their company business goals and their individual career development goals. Participants work on individual success metrics and group initiatives for the company. This program is designed to implant durable skills, which will continue to be applied long after the program ends.

An HBA Corporate Partner benefit

HBA's Corporate Partner packages at the Purple, Gold and Silver levels include the Ambassador Program benefit:

Purple Package	Three (3) active Ambassador Programs
Gold Package	Two (2) active Ambassador Programs
Silver Package	One (1) active Ambassador Program

Additional active programs (above those included in each package) are also available for purchase by these Corporate Partnership levels:

Additional Ambassador Program including 15 HBA memberships	\$10,000 / €8,400 <i>Per person cost = \$666 / €560</i>
Additional Ambassador Program including 30 HBA memberships	\$11,500 / €9,660 <i>Per person cost = \$383 / €322</i>
Bulk program purchase discount: Four (4) or more additional Ambassador programs including 30 memberships each	\$9,000 / €7,560 per program <i>Per person cost = \$300 / €252</i>

**Note: all Ambassador participants must be HBA members*

Ambassador Program – Integral Resources

<p>Ambassador Program Advisors</p> <p>Each program will be assigned 2 Advisors. These Advisors are experienced, professional coaches or industry leaders with training experience.</p> <ul style="list-style-type: none"> ○ Advise executive committee on prioritization, goals, Ambassador and advocate engagement, enhancing the cohort’s brand ○ Assist in launch agenda and leading launch ○ Evaluate progress on individual goal development for cohort ○ Work with Group initiative leads ○ Advise with selection of workshops, speakers, and panels ○ Assist with access to HBA resources and staff ○ Advise on engagement with local chapter, if appropriate ○ Assist with budget decisions and negotiations ○ Assess metrics survey results mid-year and end of year ○ Assist with program renewal, if appropriate 	<p><i>No cost</i></p>
<p>Virtual Program Launch*</p> <p>A training session (6 hours) to introduce all new Ambassadors to the program and prepare them for this unique, self-directed experience. Includes Advisors and others from the HBA Global Ambassador Committee as facilitators.</p> <p style="text-align: right;"><i>*Required for new or renewing programs</i></p>	<p><i>\$500 / €420 per launch</i></p>
<p>Global Ambassador Committee (GAC) support</p> <p>More than 50 HBA volunteers including industry leaders, professional coaches and HBA staff who support all aspects of the Ambassador program including:</p> <ul style="list-style-type: none"> ○ Administration of the Ambassador Program(s): includes all administration of the program(s) over 12 months so that the Corporate Partner company does not have to incur costs or allocate any HR staff or other personnel time to administer the program. ○ Internal and external network expansion: <ul style="list-style-type: none"> ▪ Expanded access to senior leaders ▪ Collaboration with local HBA chapter, if available ▪ Networking access to other Ambassador programs ▪ Access to leverage HBA network of 10,000 members 	<p><i>No cost</i></p>
<p>Executive engagement</p> <p>Collaborate with and coach Ambassador Advocates through:</p> <ul style="list-style-type: none"> ○ Leaders Advancing Diversity (LAD): a new advisory board for the Ambassador program will offer strategy and guidance so the Ambassador Program can enhance the company brand and deliver value. ○ Council of Advocates (launching early 2021): will be comprised of all senior advocates from each Ambassador Program and will be an opportunity for them to: <ul style="list-style-type: none"> ○ Expand their internal and external networks ○ Have access to speaking opportunities ○ Work with coaches on the Council Committee to integrate their Advocate roles into their personal development 	<p><i>No cost</i></p>

<p>Metrics Reporting*</p> <p>Surveys administered by the HBA that measures the progress of individual Ambassadors as well as their progress in the cohort’s initiatives. The results and metrics are reported to the Ambassadors, Advisors, Executive Committee and Advocates mid-year and end of year to inform planning, development needs, etc.</p> <p><i>Note: other colleagues also recommended to participate to gauge progress.</i></p> <p><i>*Required for new or renewing programs</i></p>	<p>\$750 / €630 per cohort per year</p>														
<p>Workshop leaders*</p> <p>Access to expert speakers to provide one-hour workshops to the Ambassador cohort during the year. Partial list of topics include:</p> <table border="1" data-bbox="204 674 1190 968"> <tr> <td>Effective negotiation</td> <td>Relentless prioritization</td> </tr> <tr> <td>Persuasion and influencing</td> <td>The disease to please</td> </tr> <tr> <td>Personal brand expansion</td> <td>Creating executive sponsorship</td> </tr> <tr> <td>Conflict management</td> <td>Moving from perfectionism</td> </tr> <tr> <td>Executive presence</td> <td>Prioritization and delegation</td> </tr> <tr> <td>Emotional agility</td> <td>Seeing yourself as a changemaker</td> </tr> <tr> <td>Adaptability under pressure</td> <td>Not waiting for confidence/leaning towards risk</td> </tr> </table> <p><i>*This fee is not required, but the HBA Ambassador Program recommends budgeting a minimum of \$1,000 / € 880 annually to cover two paid workshops to provide enhanced development for participants.</i></p>	Effective negotiation	Relentless prioritization	Persuasion and influencing	The disease to please	Personal brand expansion	Creating executive sponsorship	Conflict management	Moving from perfectionism	Executive presence	Prioritization and delegation	Emotional agility	Seeing yourself as a changemaker	Adaptability under pressure	Not waiting for confidence/leaning towards risk	<p>\$500 / €420 or free of charge depending on selected workshop</p>
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Ambassador Program – Value Adds

Ambassador Coaching Program	
<p>Supplemental, targeted coaching and training is available for individuals and both small and large groups through the Ambassador Coaching Program.</p>	
<p>This substantially discounted program leverages the Global Ambassador Committee’s large team of highly qualified coaches and is offered only to Ambassadors and their companies.</p>	
<p>Customizable and 3–12-month coaching packages for large groups available upon request.</p>	
<p><i>Costs can be incurred by company, individual’s hiring manager or out of pocket by each Ambassador.</i></p>	
<p style="text-align: center;">Individual Coaching</p> <p>One-hour private session - \$200 / €168</p>	<p style="text-align: center;">Ambassador Cohort Workshop</p> <p>One-hour group session - \$500 / €420</p>
<p>Small Group Coaching (3-6 individuals)</p> <p>One-hour group session - \$400 / €336</p>	<p style="text-align: center;">Multi-Cohort Webinar</p> <p>One-hour webinar – cost upon request</p>

Events and event enhancements	
<p>Ask the Expert – event series*</p> <p>This interactive speaker series is offered 8-12 times per year and is designed for small groups of Ambassadors from across multiple cohorts and/or companies. Features subject matter experts on leadership training topics for 45-minute webinar with 30-minute Q&A. Maximum 20 participants</p> <p style="text-align: right;"><i>*Each Ambassador Program will be invited to a minimum of four Ask the Expert events per year</i></p>	<i>No cost</i>
<p>HBA Regional, Chapter and Ambassador-Exclusive Events</p> <p>HBA’s global organization hold hundreds of events annually, presenting opportunities for companies to take advantage of sponsorship visibility, speaking opportunities, networking and low-cost event attendance.</p> <p>HBA Regional and Chapter Events</p> <p>Numerous high-quality educational and networking events are put on by HBA’s regions and chapters globally each year on a variety of industry, leadership, professional development, DEI, skill-based topics and more. Please inquire to learn more about event sponsorship/speaking opportunities or visit www.hbanet.org to see HBA’s full upcoming event list.</p> <p>Ambassador-exclusive events</p> <p>The Ambassador Program holds a number of special events exclusive for Ambassador program participants and companies. These events offer opportunities for keynote speakers, sponsorship visibility, connecting and sharing across programs and more. Examples of these exclusive events:</p> <ul style="list-style-type: none"> • Ambassador Awards Events: virtual or in-person, celebrating individuals, programs and initiatives having an impact on their companies through the program • Regional Ambassador events: virtual opportunities for cross-program networking, connections and sharing <p><i>The Ambassador program recommends budgeting a minimum of \$/€1,000-1,500 annually (not including event sponsorship or keynote purchases) for event attendance. Sponsorship/keynote spending is at the discretion of each Ambassador program.</i></p>	<i>Varies by event</i>
<p>HBA Signature Events</p> <p>Budgeting for these is at the discretion of each cohort and is strongly recommended. These are global events including HBA’s:</p> <ul style="list-style-type: none"> • Woman of the Year Event • Annual Conference • European Leadership Summit 	<i>Price upon request or available online</i>

<p>Registration fees and sponsorships are published each year. Corporate Partnerships may include a limited number of registration fees. The Ambassador program encourages participants to attend these virtual and in-person events.</p>	
<p>Speakers and Facilitators</p>	
<p>Post-event discussion facilitators and facilitation support</p> <p>Looking to get even more out of HBA’s events? The HBA Global Ambassador Committee can provide trained facilitators to hold dedicated post-event discussion groups with your Ambassador cohort following HBA webinars and special events to dive deeper into the content and take-aways.</p> <p>Alternatively, facilitators can prepare and/or support an Ambassador participant to facilitate the discussion as a development experience.</p> <p><i>*Does not include cost of HBA event attendance. Per person attendance cost varies by event type and format (some events are free, virtual events are typically ~\$/€10 per person, in-person events are typically ~\$/€35 per person</i></p>	<p><i>No cost*</i></p>
<p>Access to industry leaders for panel discussions</p> <p>The HBA’s extensive network of over 150 healthcare/life science companies means access to senior executive and industry expert employees of those companies who can be engaged to speak for events or on panels at no cost.</p> <p>In collaboration with ERGs, the Ambassador Program will help you identify an expert panel or featured speaker for internal events.</p> <p><i>*HBA has found this benefit can result in a potential company cost savings of \$/€10-15,000 annually when well utilized</i></p>	<p><i>No cost*</i></p>
<p>Discounted speaker access</p> <p>HBA’s membership includes a wide variety of professional speakers and subject matter experts willing to speak for Ambassador program companies. Companies and programs looking for development opportunities for their ERG members can take advantage of these no cost or highly discounted speakers for internal events. Please inquire for details.</p>	<p><i>No cost</i></p>