**2022 HBA Message Architecture Map**

(Framework for Communications)

1. **Purpose:** (*the reason we exist*)
	1. To further the advancement and impact of women in the business of healthcare
2. **Vision:** (*future aspiration of what we want to become*)
	1. The Healthcare Businesswomen’s Association is the global leader in gender equity advancing women into positions of influence and decision making to improve health equity and outcomes.

Terminology Note: *Parity* (each is represented equally), *Equality* (equal conditions, treatment and access to resources & opportunities for each), *Equity* (each has different circumstances and resources & opportunities are allocated according to their needs, so that each has the opportunity to attain their full potential and not be disadvantaged due to their circumstances)

1. **Mission:** (*why we are in business*)
	1. (previous)

The Healthcare Businesswomen’s Association is a global nonprofit organization comprised of individuals and organizations from across the healthcare industry committed to:

* + - achieving gender parity in leadership positions
		- facilitating career and business connections
		- providing effective practices that enable organizations to realize the full potential of their female talent

The HBA accomplishes its mission through strong business networks, education, research, advocacy, and recognition for individuals and companies.

* 1. **[AS OF 1 JULY, 2022]**

The Healthcare Businesswomen’s Association is a global nonprofit organization comprised of individuals and organizations in healthcare committed to:

* + - achieving gender parity in leadership positions
		- providing equitable practices that enable organizations to realize the full potential of women
		- facilitating career and business connections to accelerate advancement

The HBA accomplishes its mission through strong business networks, education, research, advocacy, and recognition for individuals and companies.

1. **Strategy:** (*our plan of action*)

1. Partner with leading corporations to advance Gender Equity by:

* + - Providing expertise, thought-leadership and global resources for systemic change that elevates women into positions of influence & decision making
		- Expanding collaborative and publishing collective proprietary data and best practices of industry-leading healthcare & life sciences companies
		- Providing leadership development experiences through capabilities development, volunteerism and networking

2. Expand membership and strengthen engagement by:

* + - Recruiting and cultivating a global, connected, and diverse community founded on equity and inclusion
		- Developing new programming that advances SVPs/VPs to C-suite and Executive Teams
		- Creating a personalized, digital membership experience and leadership opportunities through volunteering

3. Advocate for systems changes to accelerate change globally by:

* + - Activating Male Allies to increase sponsorship & overcome barriers
		- Establishing industry-leading best practices to advance Women of Color
		- Increasing global awareness of the business and societal impact of Gender equity in partnership with organizations, around the world, who share similar missions.
1. **Competitive Strengths:** (*advantages, differentiators*)
	1. The HBA empowers industry women to advance their careers and gives companies a competitive edge. The HBA’s radical hospitality and commitment to gender equity create a united force for change that advances the business of healthcare.
2. **Key Target Audiences:** (*stakeholders, clients*)
	1. Customer – Corporate Partners (gender collaborative, designees)
	2. Member – Individuals (standard, age 30 and under)
	3. Member – Volunteers (GCC, regions, chapters, affinity groups, mentors)
	4. Advocate – Under-estimated Women (women of color, ethnic groups, LGBTQ+)
	5. Advocate – Male Allies (c-level, senior executives)
	6. Advocate – Partner Organizations (who share similar missions)
3. **Tone of Voice:** (*our character*)
	1. Credible, progressive, engaging, innovative, smart, confident, energetic, sophisticated, friendly, optimistic, fresh, intelligent, tech-savvy, dedicated, contemporary, resilient, inclusive, established, agile, fast-paced, young, visionary, personable, caring
4. **High-level Narrative:** (*top level message*)
	1. When members of the HBA come together, it’s with a shared purpose: to be a united force for change. We connect diverse groups of both women and men, across all healthcare disciplines. By taking focused action to advance our mission, we’re creating a powerful movement that directly drives professional opportunity and corporate growth. We believe that by joining forces in the relentless pursuit of gender equity, we are doing more than uniting individuals – we are strengthening the business of healthcare.
5. **Key Messages + Supporting Points:** (*value prop messaging + proof points/KPIs*)
	1. HBA Central: (*Who we are; what we do; where we’re headed; how we’re getting there; how we make a difference*)
		1. Inclusion: Our strength comes from our diverse partnerships. We drive change by uniting women and men of all backgrounds in a shared purpose – offering everyone a voice and a seat at the table.
		2. Radical Hospitality: By building a supportive and welcoming atmosphere, we create a genuine sense of unity among all our members. Through deeper and more meaningful connections, we strengthen our efforts toward change.
		3. Professional Enrichment: We create opportunities for our members to grow their skill sets in an open and supportive environment, promoting global change through individual advancement.
		4. Business Growth: We unite diverse viewpoints and areas of expertise, understanding that gender parity in the healthcare & life sciences industry is a vital change – not only for individual advancement, but for corporate success.
	2. Customer – Corporate Partners:
		1. Uniting around the changing face of healthcare is the key to a competitive edge. And it’s the smart business leader who anticipates that new direction. Through the HBA, you’ll connect with the diverse industry voices who will be the architects of this shift – supporting your long-term growth and bolstering your success.
		2. Join the HBA ecosystem to experientially develop and accelerate your talent into the highest roles and help differentiate your company as a catalyst for achieving gender equality for health equity.
		3. Who: The HBA is an international non-profit organization helping companies drive gender equity in their organizations, which ultimately results in better business outcomes.
		4. What: The HBA’s initiatives and community of industry leaders and peers help companies advance their women further, faster.
		5. Why: The HBA exists to accelerate the impact of women in the business of healthcare.
		6. Where: The HBA has an international presence. We partner with companies across the United States, Canada, and Europe, with more than 50 different chapters and affiliates.
		7. Result: When you partner with the HBA, you strengthen your company’s commitment to advancing women, enhance your competitive edge and become a catalyst for change.
	3. Member – Individuals / Volunteers:
		1. We connect you with other passionate healthcare & life sciences professionals with a shared commitment to gender equity. By fostering a supportive and diverse environment, we give you freedom to explore new skills, advance your career, and be a catalyst for change.
		2. Who: The HBA serves women in the business of healthcare who strive to advance their careers.
		3. What: The HBA offers career resources, volunteer opportunities and an invaluable network that empower women of all backgrounds to grow professionally.
		4. Why: The HBA exists to accelerate the impact of women in the business of healthcare.
		5. Where: The HBA has an international presence. We help all women advance their careers in more than 50 different chapters and affiliates across the United States, Canada, and Europe.
		6. Result: When you are part of the HBA, you are empowered to advance your career, your company, and gender equity as a catalyst for change across the business of healthcare.
	4. Advocate – Under-represented Women:
		1. Join the HBA community of more than 13,000 members who offer accessibility, connections, and inclusive opportunities for all women at all levels to advance their career and achieve gender equality in the healthcare and life sciences industry.
	5. Advocate – Male Allies:
		1. Pay it forward by influencing change in the healthcare and life sciences business and driving health equity. Invest in women and accelerate gender equality in the healthcare business.
	6. Advocate – Partners:
		1. Partner with a like-minded community of more than 13,000 members who provide accessibility, connections, and inclusive opportunities for all women to advance their career and achieve gender equality in the healthcare and life sciences industry.
		2. Join forces with HBA to achieve our shared vision of advancing women to leadership positions in healthcare and life sciences, achieving gender equality for health equity and outcomes.
6. **Taglines:** (*key words, campaign slogans*)
	1. Together, We are a United Force for Change
7. **Story Examples:** (*quotes, testimonials*)
	1. Customer – Corporate Partners:
		1. “I appreciate that HBA spans many industries from hospital administration to healthcare marketing and communications agencies, providing wide exposure for my company”
		2. “I want my employees to join HBA because companies with gender equity have more valuable, diverse perspectives at the leadership level, which leads to higher profitability and better business outcomes”
		3. “Our internal women’s network works in tandem with the HBA”
		4. “As a smaller org, we rely on HBA programming and resources as internal professional development tools”
		5. “As a larger org, we partner with HBA to expand our voice and impact on the issue of gender equality”
	2. Member - Individual:
		1. “I value the network of women and mentorship opportunities”
		2. “I associate with peers to learn best practices and get advice”
	3. Member – Volunteer:
		1. “I appreciate the professional development skills gained when volunteering”
	4. Advocate – Under-represented Women:
		1. Add
	5. Advocate – Male Allies:
		1. Add
	6. Advocate – Partners:
		1. Add
8. **Other:** (*social media handles, hashtags*)
	1. Social Media: Add
	2. [Style Guide](https://hbavolunteer.knowledgeowl.com/help/hba-style-guide)
	3. [Brand Guidelines](https://hbavolunteer.knowledgeowl.com/help/brand-guidelines)

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