

Role Sheet: Executive Sponsor

What is the HBA?

The Healthcare Businesswomen's Association (HBA) is a global 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 and leadership development
- Global recognition of outstanding individuals and companies

Find out more at www.hbanet.org

What is the Global Ambassador Program?

The Global Ambassador Program (GAP) is the HBA's premier corporate program for leadership development. It is a 12-month self-directed leadership development program for 15-30 emerging leaders, embedded in the workday. Designed to accelerate advancement, the HBA will empower and guide the 'Ambassadors' through the development and execution of:

- **Individual development goals** to prepare for the next step on the career ladder
- **Group initiatives** for the company, which empower the Ambassadors to explore their leadership potential in new ways *and* result in positive impacts and benefits across the organization

Find out more at

www.hbanet.org/ambassador-program

What is an Executive Sponsor?

Executive Sponsor(s) are senior executive supporters of the program who:

- Provide strategic guidance and framework for group initiative ideation
- Assist the program in identifying key stakeholders and open doors for budgetary needs, HR or legal approvals, etc.
- Inspire and mentor the cohort to excel, providing helpful feedback during meetings and progress presentations

Each program is recommended to have 1-2 Executive Sponsors. Ideal candidates:

- Typically, are VP-level or higher; all genders are eligible
- Have a passion for mentorship and cultivating emerging leaders
- May be a current or previous leader of an internal IWN or ERG (at a global or regional level). May support other leadership development programs internally
- See an opportunity to strategically leverage the program for the company, their site or business unit, or to solve other internal challenges

What's in it for an Executive Sponsor?

- High-visibility thought leadership opportunity internally and through the HBA
- Inspire leadership growth; enhance talent recruitment and retention
- Diversity-focus drives better business results
- Expand network inside and outside company
- Small commitment, major impact
- Create a legacy

Time Commitment: 8-12 hours per year depending on desired level of involvement

Key Responsibilities and Best Practices

Prior to launch: inspire and guide

1. Determine problem statement(s) or goal(s) to guide cohort ideation for group initiatives
2. Participate in the program launch or Fireside Chat to inspire the cohort with vulnerability and authenticity

Post-launch: mentor and open doors

3. Attend progress report-outs midyear and year-end, providing feedback, acknowledging major milestones and both individual and group achievements, and evaluate the potential for initiative sustainability outside the program
4. Engage in select meetings with program Champions, initiative teams and Ambassadors to mentor and guide through challenges or complexity
5. Help identify key stakeholders; facilitate access to budget, HR, or legal approvals as needed