



HBA Global Ambassador Program

Basics for getting started

Please refer to the HBA Global Ambassador Program Overview for additional information

#HBAimpact





Table of Contents

- Who does what?
- Role definitions
- Program process and phases
- Communities of Practice
- Tools and Resources
- Launch
- Metrics

What Does Each Party Do?

The HBA

- Identifies Advisors and PEM; and completes internal program administration; preps Ambassadors for the experience
- Kicks off Communities of Practice for Setup; orients company roles and participants; provides access to GAP Resource Center
- Assigns Launch Leader for launch; works with Champions to finalize Launch agenda
- Launch Leaders leads launch, other HBA reps participate; set expectations and guide decisions
- Advisors meet regularly with executive committee to help guide and advise
- Program Excellence Manager checks in with Advisors and executive committee at regular intervals to ensure progress and satisfaction
- Launches program mid- and year-end surveys; analyzes results and provides back to cohort for inclusion
- Advisors guide graduation needs; the HBA Program Excellence Manager works with champions (and HBA staff) on re-launch

Your Company

- Identifies internal core team, program needs and Ambassadors; Completes Activation form indicating intent to launch
- Works with Launch Leader to determine launch date and communicate internally; plans launch event
- Recruits and selects Ambassadors; provides framework for group initiative ideation
- Executive Sponsors, Champions and Ambassadors participate in launch; Ambassadors determine governance and initiatives
- Cohort executive committee meets regularly with HBA Advisors to determine cohort needs / keep group on track
- Cohort meets monthly/quarterly for progress updates, bonding and professional development
- Cohort works throughout the program on individual goals and selected group initiatives; complete mid-and year-end assessments; exec committee presents results to Executive Sponsors
- Exec committee plans/executes graduation needs; Champions work with the HBA to determine re-launch details

#HBAimpact

HBA



Role Definitions

Company roles

Executive Sponsor (1-2 needed) : senior executive (usually VP or higher) supporters of the program, providing budgetary support and strategic guidance when needed. Provides guidance and framework for group initiative ideation, and inspires and motivates the cohort to excel. Provides feedback and mentorship during progress presentations.

Champion (1-2 needed): the key drivers of the Ambassador Program internally, working to strategically and tactically plan the program's setup, launch, and monitor progress. Typically director / senior director level, with some visibility and pull within the organization. They are usually driven deeply involved in diversity, equity, and inclusion (DE&I) initiatives, viewing them as advantageous for personal, company, and broader community benefits, and may have even tried other leadership development programs to fill training gaps. Candidates with HBA experience or lower-level candidates with exceptional motivation and diverse professional backgrounds, such as cross-functional or global experience, may also be considered. Lead a team to execute the launch.

Ambassadors: the participants of the company's current program cohort

Executive Committee: five to six **Ambassadors** who self-select into the leadership team of the program; works closely with HBA advisors to ensure group is making progress towards goals

Team lead(s): individuals who self-select into leading one of the identified group initiatives or functional committees.

Cohort: refers to a group of Ambassadors participating in a company's current, particular Ambassador Program



How to recruit



Executive Sponsors and

- Tap senior HBA partnership advocates
- Previous HBA Luminaries
- Former IWN or ERG leadership

Please refer to our [Executive Sponsor](#) and [Champion](#) One-Pagers for additional information.

Champions

- Previous HBA Rising Stars
- Previous Ambassadors (if the program has been run before)
- IWN or ERG emerging leaders: Are there individuals looking to step up, step out, or do something that is outside the ERG but still a massive benefit to it?
- Put out a call on internal comms channels

Role Definitions

HBA roles

***Program Excellence Manager – the key program contact from the HBA**

HBA-trained volunteers are assigned to serve to one or more HBA Corporate Partner companies and are responsible for overseeing the Ambassador Program(s) within those companies. The Program Excellence Manager (PEM) manages the relationship with the company's internal Ambassador Program contacts; starts up new programs, facilitates program renewals, and ensures overall program quality; and acts as the primary connection point for the programs, staff, participants, advisors and HBA regions/chapters. *Program Excellence Managers are not the advisors who guide the cohort participants through the program.*

Every Ambassador Program company is assigned one HBA Program Excellence Manager

***Advisor – guides the cohort**

HBA-trained volunteer leaders assigned to each Ambassador cohort, working closely with the executive committee, driving the group and ensuring the cohort is making progress towards goals. Advisors are assigned and introduced to the cohort pre-launch, are often involved in pre-launch conversations, and take part in the launch when able. Each Ambassador cohort has two HBA Advisors.

Every Ambassador Program is assigned two HBA Advisors

HBA Regional or Chapter leadership – your local partners in collaboration

When programs are running in an existing HBA chapter or region, the Program Excellence Manager will make the connection to the local leadership team to ensure the cohort has access to all the benefits of the location and to collaborate. The local region/chapter can also provide HBA overviews (called Lunch and Learns) to employees within or outside of the Ambassador cohort to help individuals get the most out of the organization.

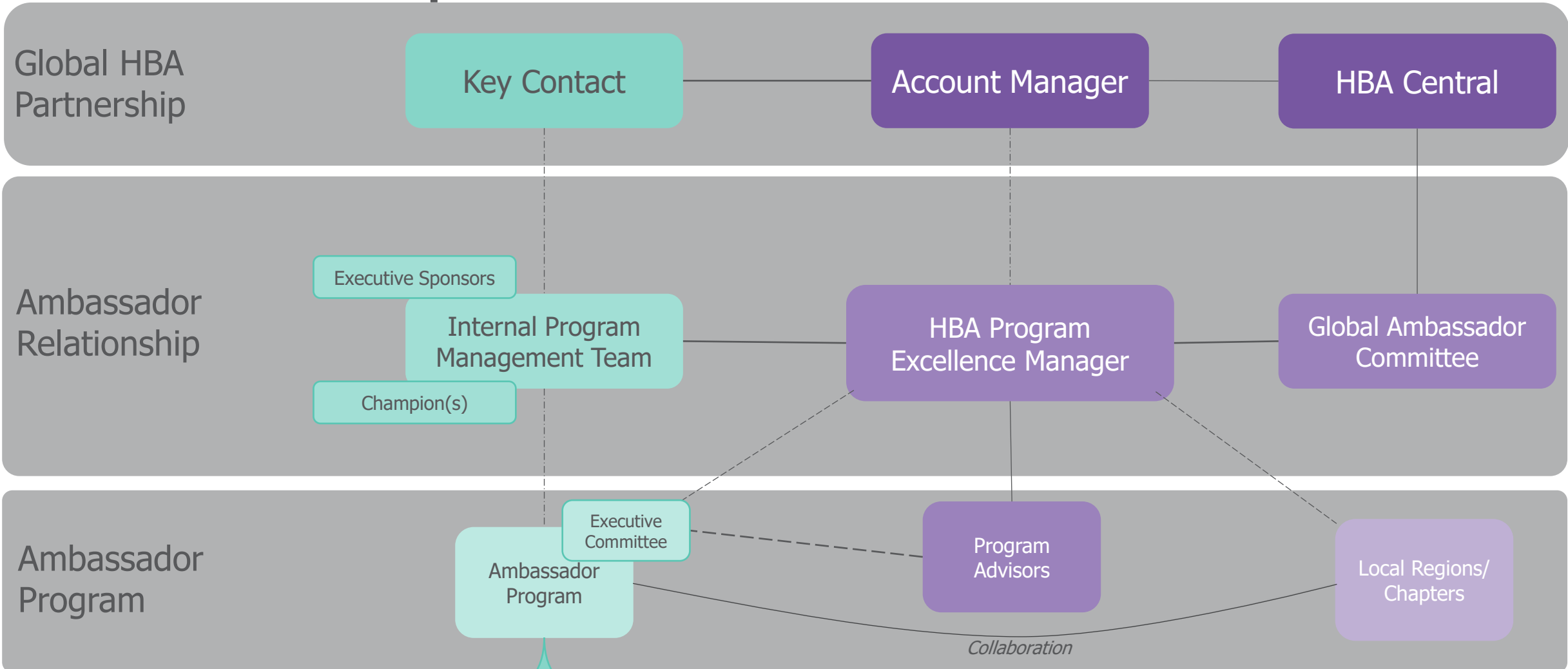
Launch Leader – leads/executes the launch

An HBA leader with significant experience in leading Ambassador Program launch events. The Launch Leader will lead the full launch event from start to finish, ensuring the program is set up for success

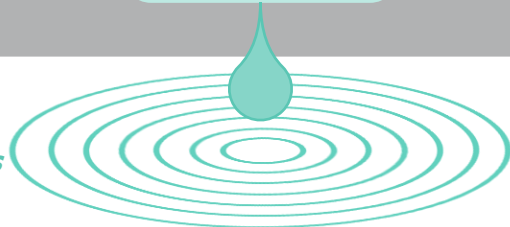


Corporate Partner

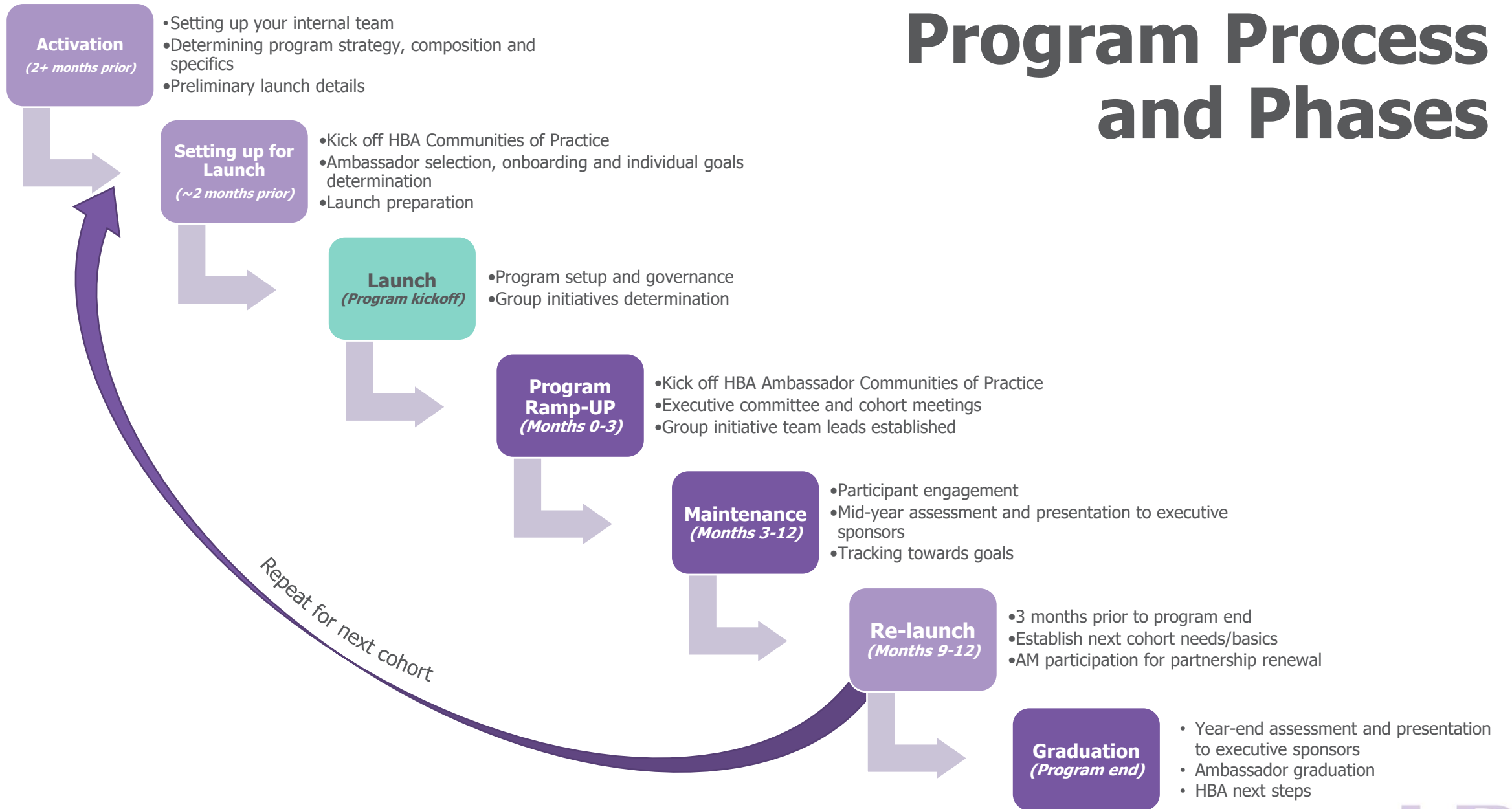
HBA



Benefits to other employees



Program Process and Phases



What is a Community of Practice?



A forum to enhance the diversity, scope, and richness of the HBA Ambassador experience through shared knowledge and best practices for all participants, both external and internal.

The HBA will deliver our Communities of Practice via a combination of **live meetings** and **virtual Community forums**.

#HBAimpact

HBA



Additional Tools and Resources

The current Playbook is being significantly streamlined, removing all substantial detail and best practices to helpful program kits based on role/task.

Where are all the resources from the Playbook going?

They will be housed in a brand new **HBA Global Ambassador Program Resource Center**, a knowledge base* organized to make it easier for participants to find what they need as they walk through the process.

#HBAimpact

*Knowledge Base will be password protected for enhanced intellectual property security.

HBA





Resource Center and Tools

Will include 80+ new and revised tools, resources, and articles!

Role sheets will provide each individual clarity in their role, responsibilities, and the tools to do it quickly and easily

Simplified responsibilities

A clearly defined WIIFM

Champion

The Ambassador Program Champion(s) are the key drivers of the program internally, working to strategically and tactically plan the program's setup, launch, and monitor progress. Each program is recommended to have two Champions.

Key Responsibilities

1. Recruit and select the Ambassadors
2. Schedules and plans the Program Launch event
3. Document and share program best practices, successes, etc for continuous improvement

Tools and Resources

- [Champion Training](#)
- [Recruitment and Selection Kit](#)
- [Launch Planning Kit](#)

What's in it for me?

- High-visibility opportunity to be seen as a leader
- Enhance and expand leadership skills
- Great addition to development plan and resume
- An exciting new challenge
- Expand network inside and outside your company

Time Commitment: 2-3 hours per week pre-launch, 2-4 hours per month

Resources readily available to complete responsibilities

Resource Kits include best practices, documents, tools and resources organized by task to make things easy



Launch

The program Launch makes a big impact in one 3-4 hour session.

Agenda

- **Introduction from the Champions:** Setting the stage for the Launch and HBA intros (*10 mins*)
- **Breakout session:** Networking/individual goals discussion (*shortened to 20-30 mins*)
- **Introduction from the Executive Sponsors:** Delivering the problem statement and inspiring the cohort (*~20 minutes*)
- **Breakout session:** Group initiatives ideation (*~40 mins*)
- **Group initiatives discussion:** Narrowing in on top ideas (*45 mins*)
- **Interactive group session:** Self-organization of the group and what to expect the first 45 days (*40 mins*)
- **Launch next steps and close from Champions**

Ambassador Metrics

The Ambassadors will be asked to set goals based on HBA's Leadership Capabilities Framework, and self assess during the course of the program:

Baseline: Ambassadors will select two or three HBA Leadership Capabilities (right) to **focus on** during the course of the program, while also assessing their baseline skill level across all 12 capabilities

Mid-Program: the Ambassadors will be prompted to complete their mid-program assessment, measuring their skill progression across the 12 capabilities

Program End: the Ambassadors will rate their final progression on all 12 capabilities

A post-program feedback survey will also provide cohort-wide insights on the participant's experience with the program and its impact on their career progression such as:

1. **Increased scope:** additional job responsibilities within current position OR **Achieved new role:** promotion or up-level opportunity gained
2. **Cross-functional collaboration:** successful completion of project in or with another cross-functional area
3. **Personal brand:** substantial expansion of sphere of influence internally and externally
4. **Executive demeanor & delivery:** increased confidence and authentic, professional self-presentation necessary to support consideration for the next level of management
5. **Executive support:** develop senior advocates and mentors internally/ externally
6. **Subject matter expertise:** substantially advance knowledge and/or recognition in preferred subject-matter area
7. **Increased Global Exposure:** across the organization via a new role or project

Core Actions & CAPABILITIES

for Professionals in the Business of Healthcare

ENLIGHTEN

1. **Integrity**—Values Alignment, Self-Awareness, Credibility, Accountability
2. **Communication**—Active Listening, Emotional Intelligence, Respectful Communication, Adaptive Communication
3. **Industry Acumen**—Strategic Business Performance, Healthcare Enterprise Knowledge, Digital Ecosystem Knowledge, Entrepreneurship

EMPOWER

4. **Executive Presence** —Confidence, Composure, Business Judgment, Poise
5. **Executive Mindset**—Self-motivation, Mastery Orientation, Resilience, Career Development Strategy
6. **Decision-Making**—Critical Thinking, Agility, Risk Management, Problem-Solving

ENGAGE

7. **Influence**—Impact, Political Savvy, Conflict Management, Inspirational Leadership
8. **People Management**—Cultural Competence, Empathy, Relationship Building, Collaboration
9. **Networking** —Visibility, Advisory Network Formation, Professional Brand Promotion, Strategic Positioning

EVOLVE

10. **Change Leadership** —Disruptive Leadership, Opportunity Assessment, Flexibility, Change Advocacy
11. **Innovation Capability**—Visioning, Design Thinking, Creativity, Ideation
12. **Continuous Development** —Upskilling, Learning Agility, Legacy Building, Holistic Wellbeing