



This meeting is
being recorded

HBA Ambassador PROGRAM

Global Ambassador Community of
Practice

#HBAimpact





Community of Practice

Agenda

- Welcome *(5 minutes)*
- HBA Insider Segment: Affinity Groups *(10 minutes)*
 - Today's speaker: **Cynthia Reyes**, HBA Global Affinity Group Council Chair
- Mini-Master Class: *(15 minutes)*
 - Today's speaker: **Susan Heaton-Wright**, Superstar Communicator
- Connection Session *(20 minutes)*
- Insights and Highlights *(10 minutes)*

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HBA Insider Segment

Affinity Groups



Cynthia Reyes
HBA Global Affinity Group Council Chair

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Find Your Fit

With HBA's Global Affinity Groups

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Affinity Groups

Affinity groups are self-forming communities of HBA members who connect through a common interest, shared identity, lifestyle, value, or need associated with their career and professional aspirations.

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Who Can Join HBA Affinity Groups?

As HBA members, you have the exclusive opportunity to join, participate in, and collaborate with our affinity groups.

This is a truly global networking opportunity with your peers – and it is **included in your membership.**

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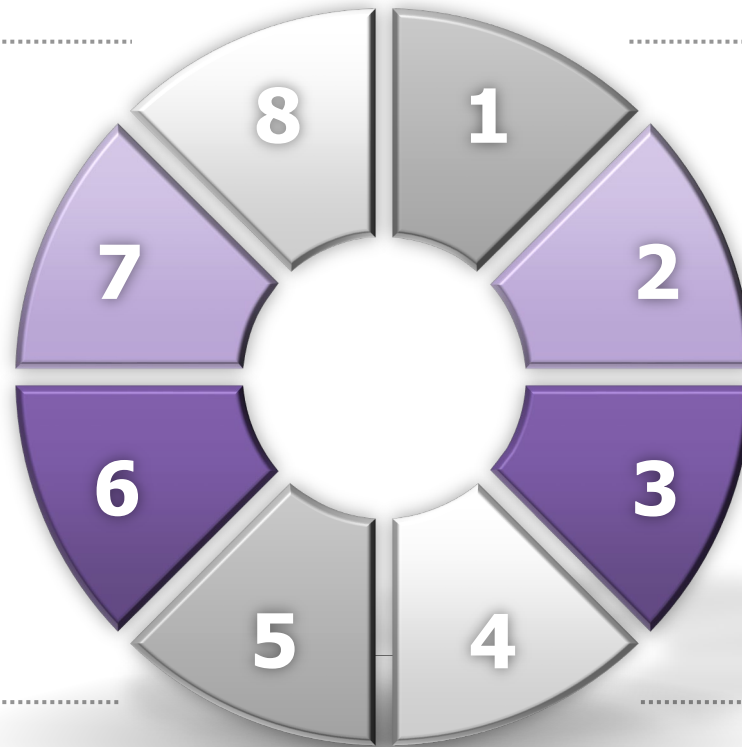
Current Global Affinity Groups

Patient Centricity

Digital Innovators

Career Transformations

WIH Give Back



Peak Performance

Voices of Tomorrow

Women in Science

Women of Color

Coming Soon:
Men as Allies



Where to Find Out More?

1 hbanet.org/affinity-groups

2 Select an affinity group from the left-hand menu

HBA Healthcare Businesswomen's Association

[OUR IMPACT](#) [WHO WE ARE](#) [EVENTS & PROGRAMS](#) [NEWS & INSIGHTS](#) [MEMBERSHIP](#)

[Find Your Local Chapter](#) [Cart](#) [Log In](#) [Q](#)

FIND YOUR FIT

Affinity Groups

A place for changemakers, influencers, future leaders, and allies to advance HBA's mission

- CAREER TRANSFORMATIONS
- DIGITAL INNOVATORS
- PATIENT CENTRICITY
- PEAK PERFORMANCE
- VOICES OF TOMORROW
- WOMEN IN HEALTHCARE GIVE BACK
- WOMEN IN SCIENCE
- WOMEN OF COLOR
- UP-AND-COMING COMMUNITIES

Companies — Show Your Support:

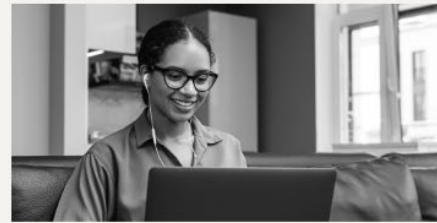
Explore Our Current Global Affinity Groups Below!



Career Transformations

For all the stages of your career – whether you're looking to move up, move over, move in, or move out!

JOIN OUR NETWORK



Voices of Tomorrow

Giving a voice to young professionals in the HBA. Let us empower you!

ACCELERATE YOUR CAREER

Digital Innovators

A haven for digital trendsetters. A place to grow, ideate, and lead the conversation on digital healthcare.

GET CONNECTED



Women in Healthcare Give Back

Developing bold and authentic women leaders through purpose-driven programming. Giving back to our communities is our passion!

GIVE BACK



Patient Centricity

Enhancing leadership skills by focusing on the patient experience as a comprehensive core business model.

EMPOWER PATIENT PERSPECTIVES



Women in Science

Providing HBA members in scientific roles with programs, initiatives, and resources to support career success.

ELEVATE YOUR NETWORK



Peak Performance

A place where members can foster a culture of physical and mental wellness to enhance performance and leadership capabilities

STRENGTHEN YOUR MIND AND BODY



Women of Color

We focus on driving awareness, change, and equity. Together, we work on tackling disparities in leadership advancement for women of color at all levels.

DRIVE CHANGE WITH US



FIND YOUR FIT

Patient Centricity

Enhancing leadership skills by focusing on the patient experience as a comprehensive core business model.

[JOIN PATIENT CENTRICITY](#)

[in](#)

[HOME](#) > [MEMBERSHIP](#) > [AFFINITY GROUPS](#) > [PATIENT CENTRICITY](#)



Who We Are

We are women and allies focused on patient centricity. Our group is passionate about ensuring that the patient is central to our professional work in the healthcare industry.



What We Do

Our aim is to define patient centricity across the various facets of the healthcare industry and globe, educate our members, and create a comprehensive core business model playbook that outlines patient centric strategy.



Why We Do It

By leveraging the power of the HBA and likeminded HBA members, we support and inspire each other to enhance leadership skills to achieve a common goal.

Questions?

Want to learn more? Interested in leadership roles?
Get in touch!

[CONTACT US](#)





Questions?

1. Learn more about any Affinity Group of interest on the HBA website:

<https://www.hbanet.org/affinity-groups>



2. Come visit us in the Empowerment Zone at the Annual Conference in Toronto in September

3. Connect with us if you have any additional questions.

globalaffinitygroups@hbanet.org

Thank you!



Mini-Master Class

GLOBAL LEADERSHIP



Susan Heaton-Wright
Superstar Communicator

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Global Leadership





Global Roles and Opportunities

Working Overseas



Objectives and Outcomes

Understanding what a global role is

Developing Cultural Intelligence – working in different countries and with teams from diverse cultures

Specific challenges of being a woman working overseas

Planning your career – and especially a 5 year career plan

Tips on where to seek global opportunities

How to demonstrate you wish to be considered for global roles

Challenges of a Global Role

Travel

Moving your family

Time Zones

Cultural differences/values/working practice

Language differences

Legal Differences



Cultural Differences

- Language
- Values
- Customs
- Religion
- Work patterns/legal

A close-up photograph of a person's hands holding a large, round, woven basket. The basket is intricately decorated with horizontal bands of colorful beads in shades of blue, yellow, orange, red, and green. The person holding the basket is wearing a vibrant, patterned garment with geometric designs in red, yellow, and green. The background is softly blurred, suggesting an outdoor setting with natural light.

Cultural Awareness

“Cultural awareness is the recognition and understanding of the differences and similarities between cultures. It involves being mindful of how culture influences individuals' values, behaviors, and perspectives, and appreciating the impact of cultural diversity in various contexts.”

Cultural Stereotypes

Heaven is

*Where the Police are British
The Chefs French
The Mechanics German
The Lovers Italian &
All is organized by the Swiss*

Hell is

*Where the Chefs are British
The Mechanics French
The Lovers Swiss
The Police German &
All is organized by the Italians*

Cultural Communication

How could you communicate effectively with your team and colleagues?



Values



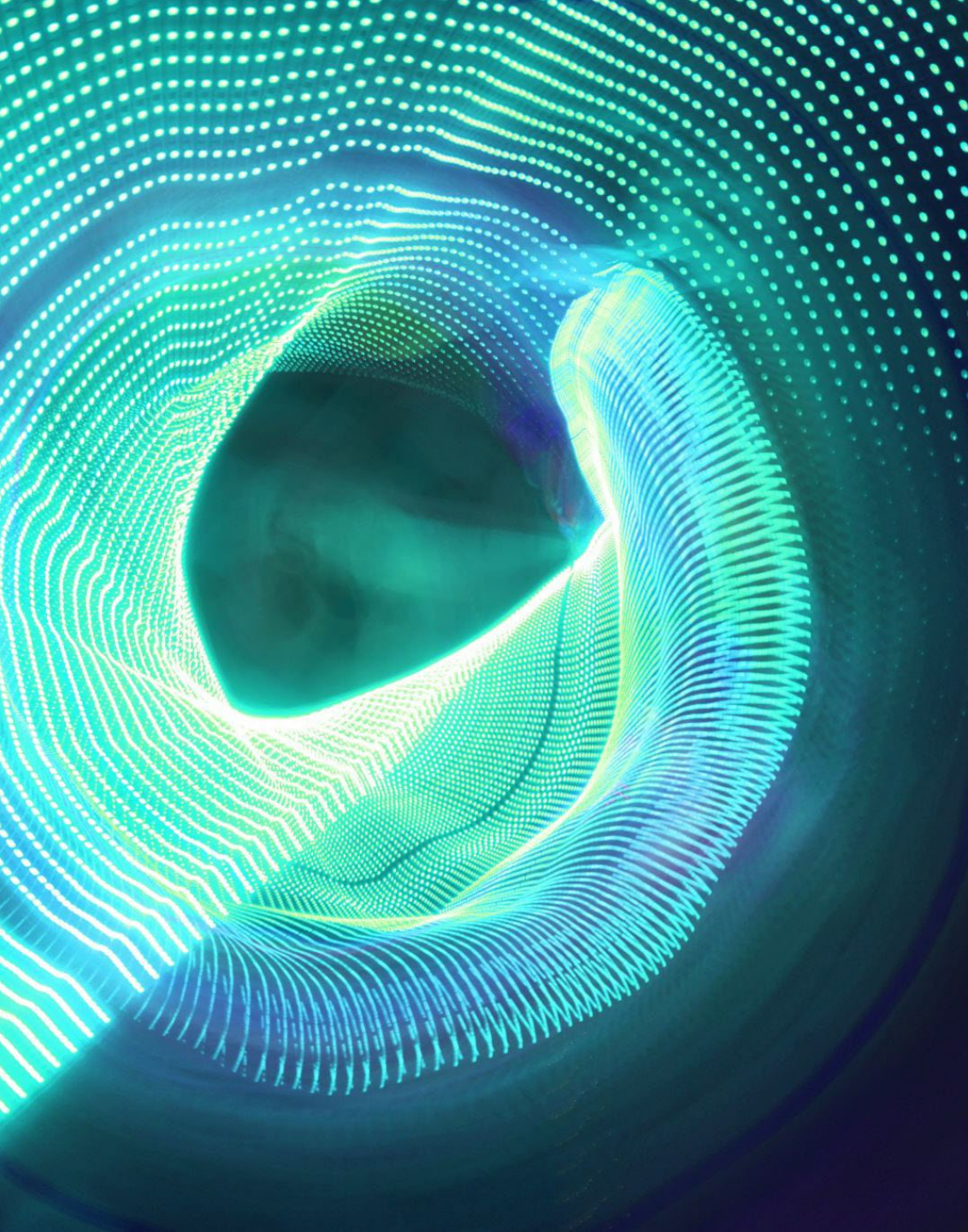


Languages





The Role of Women



Working overseas as a woman

- **Gender-Specific Challenges:**
 - Navigating different cultural attitudes towards women in the workplace.
 - Addressing potential biases and stereotypes.
- **Empowerment Strategies:**
 - Building a supportive network of female professionals.
 - Advocating for oneself and negotiating for fair treatment and opportunities.
 - Highlighting success stories of women who have thrived in global roles.

What is stopping you from applying for Global Roles?

Knowledge of open positions

Having the right position to relocate

Practical advice on relocation support (family/schools)

Lack of knowledge of open positions

The challenge of moving your family

Challenges of being in a different country

Having a Plan





**Tell people you are
interested in
working in a Global
Role**



Networking

**Connecting
on LinkedIn**



**Using the
HBA**

HBA Healthcare
Businesswomen's
Association

Analysing skills and updating your Resume (CV)



**Where to look
for
opportunities?**



Research



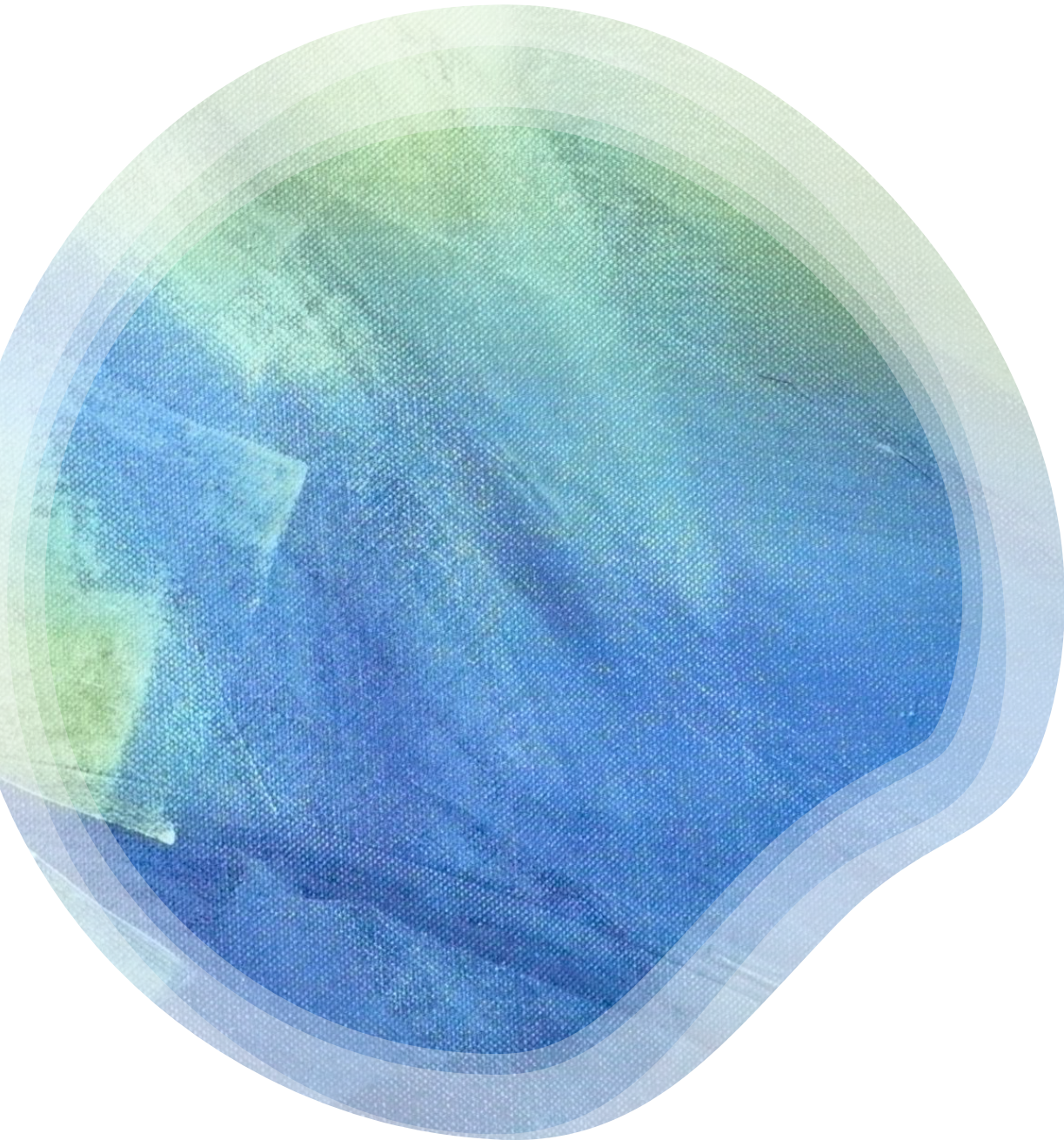


Family considerations

- **Family Considerations:**
 - Addressing spouse/partner career concerns and opportunities.
 - Educational needs and options for children.
 - Healthcare and living arrangements in a new country.
- **Practical Tips:**
 - Researching family-friendly policies and support services in the destination country.
 - Connecting with expatriate communities and support groups.
 - Building a network of new friends



Lost in Translation: Language Barriers



Language Barriers

Language Learning Strategies:

Importance of learning the local language or key phrases.

Resources for language learning (apps, courses, language exchange programs).

Effective Communication:

Techniques for clear communication in a non-native language.

Leveraging translation tools and services.

Negotiate Language learning and support for you and your family

Travel Advice: Cultural Tips

<https://www.gov.uk/foreign-travel-advice>

Does your organisation
have advice and
information?

What is the first
action you will do?

START



Linkedin: Susan Heaton-Wright

Twitter: @superstarcomms

Instagram: @susanheatonwright1

Podcast iTunes: Superstar Communicator

www.superstarcommunicator.com

Questions?



Connection Sessions

Global Leadership

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Connection Session Guide

Scan to download our
HBA Global Leadership
Checklist!



Over the next 20 minutes:

1. Quick introductions *(name, location, title/company, fun fact)*
2. Dive deeper into today's topic
3. Connect before you go!

TODAY'S DISCUSSION

1. What is the first action you will take in considering or pursuing a global role?
2. What is stopping you from considering pursuing a global role?
3. Have you considered developing a career plan for the next five years to include global roles and where to look for opportunities?

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Highlights and Insights

What are you taking away from today?

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**Interested in learning
more about today's topic?**

Visit the Ambassador Learning Center
at my.hbanet.org/ALC to book
Master Class or Coaching session.

Additional content topics available.



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Healthcare Businesswomen's Association

We want to hear from you!

Give us your feedback so we can
continue improving our sessions.



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Run of Show

- The HBA will have 2 representatives on live for tech support:
 - 1 host to manage breakouts and pin speakers,
 - 1 co-host to assist with participant tech challenges and chat engagement.
 - *Note: facilitator and/or speaker can be one of these if they are comfortable with the platform*
- Sessions are run like webinars: they start on time and move swiftly/professionally from segment to segment
- The presenter speaking will be pinned/spotlighted to ensure they are visible, as other attendees may be on camera
- Breakout sessions will be set up by HBA randomly in groups of 5-6 individuals. The HBA will begin the setup of these sessions once the initial breakout 'drop-off' occurs, which is typical