

# HBA GAP Role Sheet:

## Program Excellence Manager

A Program Excellence Manager (PEM) is a knowledgeable HBA volunteer who serves as the relationship manager between the HBA Global Ambassador Program (GAP) to their assigned company(ies) and:

- Have experience with the GAP process and can share best practices to develop or improve program alignment with corporate strategy or needs, enhance or expand programs and participation, and identify opportunities for sales, etc.
- Conduct touchpoints with the program leadership and Advisors to ensure satisfaction and progress, field questions and concerns, and provide feedback to HBA to ensure overall program success.
- Facilitate connections between programs and relevant HBA regions/locations to increase collaboration and member engagement, recommend HBA resources and offerings that would be beneficial, and identify other opportunities for the company and program's engagement with the HBA.

### What is a Program Excellence Manager?

**Each Company will be assigned one PEM for up to 3 to 5 cohorts. Ideal candidates:**

- Have a passion for the Ambassador Program and cultivating emerging leaders and can see and articulate how to strategically leverage the program or solve other internal challenges.
- Can deliver on HBA's culture of white glove service and radical hospitality.
- All genders are eligible.

## Key Responsibilities

### Discovery and Business Development

1. Assist the company in their program strategy planning and help identify ways the program can meet needs, fill gaps, and expand to additional programs over time. Initiate relaunch discussions as programs end.
2. Identify opportunities for the company to leverage the program, the HBA, and other offerings that will improve the program experience or increase engagement.
3. Connect once or twice annually with the company's HBA account manager (staff) to align on overall corporate needs, priorities, and opportunities.

### Customer Satisfaction

1. Routinely connect with the company's internal and program leadership and Advisors to ensure satisfaction and progress. Monitor program check-in reports to proactively identify, solve or escalate issues.
2. Collect feedback and new best practices; direct to HBA Central for documentation. Ensure program data accuracy in HBA systems.
3. Answer questions and practice radical hospitality as HBA's representative and front-line resource for the program leadership.

### Engagement

1. Ensure connections to relevant HBA components (chapters/regions) in local areas.
2. Provide suggestions to increase corporate and individual engagement.
3. Act as resource to program leadership to identify HBA engagement tactics.

### What's in it for a PEM?

- *Play a key leadership role outside of your company.*
- *Gain experience in advising major HBA corporate partner(s).*
- *Build business connections and strategize with high level advocates of HBA and GAP.*
- *Great addition to development plan and resumé.*
- *Expand network inside and outside your company.*

### Time Commitment

*3-5 hours a month serving between 1-3 companies and their cohorts.*