



This meeting is
being recorded

HBA Ambassador PROGRAM

Global Ambassador Community of Practice

#HBAimpact





Community of Practice

Agenda

- Welcome *(5 minutes)*
- HBA Insider Segment: *Volunteering* *(10 minutes)*
 - Today's speaker: Barbara Bull
- Mini-Master Class: *Thinking Differently* *(15 minutes)*
 - Today's speaker: Sharon M. Weinstein
- Connection Session *(20 minutes)*
- Insights and Highlights *(10 minutes)*



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HBA Insider Segment

Volunteering at the HBA



Lauren Peck
Director, Stakeholder Engagement
HBA

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A recent HBA survey
of member volunteers found...

90% build a stronger network

57%
GAIN
CAREER
MANAGEMENT
INSIGHTS

87%

73%
FOSTER NEW
BUSINESS
CONNECTIONS

58%
AGREE OR
STRONGLY AGREE
THAT VOLUNTEERING HAS
HELPED THEIR CAREERS

93%
IMPACT
ON THEIR CAREER
PROGRESSION

AGREE OR
STRONGLY
AGREE THAT
VOLUNTEERING
HAS BEEN A
POSITIVE
EXPERIENCE
FOR THEM

Of those reporting career advancement...

@HBAnet
HBA.net.org

58% felt the HBA helped them
demonstrate their leadership
skills to their employer

54%
HAVE BEEN
PROMOTED

Career Advancement Through Leadership

Take the first step in making a meaningful
impact while advancing your own career
journey!

HBA members can explore experiential leadership and professional development for all career levels through volunteering in a safe space.

- **Build Your Leadership Experience**
- **Increase Your Visibility and Professional Connections**
- **Advance Your Career**

HBA volunteers experience the strength of a global healthcare community taking action to empower women and strengthen the business of healthcare, while shining in the industry spotlight through global exposure through HBA's leadership award programs.

Volunteering and Your Career

Leadership skills that translate to real-life value!

Career Goal		HBA Volunteer Roles
Senior Executive	→	Chair/Vice or Deputy Chair, President/Vice President
CFO/Finance	→	Secretary/Treasurer
HR/Talent	→	Member Engagement/Retention; Volunteer Recruitment
Marketing/PR	→	Marketing and Communications; Advocacy
Research	→	Market Research
Product Management	→	Member Value Offerings; Education and Events
Sales	→	Corporate Relations; Member Recruitment; Business Development



WIIIFM?

- ✓ Get what you need to *succeed* in your career
- ✓ Solidify your brand/reputation outside your organization
- ✓ Develop and strengthen your leadership style
- ✓ Learn how to move initiatives through an organization
- ✓ Formulate strategy and execute on tactics
- ✓ Develop and lead a team
- ✓ Gain skills on managing a budget while delivering value
- ✓ Opportunity to build relationships with HBA peers globally

Connect, join in, have fun!

HBA's members and Corporate Partners represent a global workforce of more than six million professionals across the healthcare ecosystem.



of HBA's volunteers

**ATTRIBUTE THEIR
CAREER PROGRESSION
TO ENGAGING WITH THE HBA**

How to manage your leadership journey

- **Build Your Leadership Experience**

Strengthen critical leadership, consensus-building, negotiating and management skills by serving on committees and working together on programs, initiatives and events.

- **Increase Your Visibility and Professional Connections**

Showcase your unique talents by contributing to the HBA. You will build lasting relationships with influential professional healthcare businesswomen and men.

- **Advance Your Career**

Learn and practice new techniques and strategies that can be applied directly to your career. These include: marketing, market research, finance, project management, event planning, negotiation skills, leading with or without authority, team building, professional development, and board governance.



How to Leverage your Volunteer Experience

- **How to position internally:**

- Initiate conversation to your supervisor for awareness
- Work into your personal/professional development plan
- Include in your performance reviews
- Position what you are learning as critical to your development as a professional and as a leader
- Utilize as a way to gain new skills and experience not available to you in your day job
- Leverage external network for knowledge that can be brought back to your day-job

- **How to position externally:**

- Build your external network
- Leverage your network during a job transition
- Resume: list your HBA experience as true professional experience/the skills gained
- Interview: use your volunteer experience to fill any leadership, skill, managerial gaps
- Share your leadership role via social media by listing the experience in your LinkedIn profile and posting often #HBAimpact





What roles are available?

Leadership, committee and ad-hoc volunteer roles are often available across the organization:

- Chapter
- Regional
- Affinity Groups
- Or even the *Global Ambassador Program!*

Most roles can be done entirely virtually, in just a few hours per month.

How do I find the role for me?

In your HBA Profile, scroll down to the Leadership Opportunities section, which will show opportunities near you, or select Find More Opportunities to view our full volunteer opportunities list, where you can filter by type, keyword/name, and more.

The screenshot shows a user's profile page titled "Volunteering with the HBA". It is divided into two main sections. On the left, under "UPCOMING TASKS", it states "You are all set! You have no action items to complete at this time." On the right, under "LEADERSHIP OPPORTUNITIES", there are three listed roles for "CENTRAL NEW JERSEY": "HBA Central New Jersey - Engagement committee member", "HBA Central New Jersey - Marketing committee member", and "HBA Central New Jersey - Programming committee member". A yellow-bordered button labeled "FIND MORE OPPORTUNITIES" is located at the bottom of the right-hand section.

Not sure how to get started?

Visit your HBA Location or Regional Board page to find the leaders in your area and reach out to connect with anyone with a Membership or Volunteer title via the Member Directory or LinkedIn!

[HOME](#) > [FIND YOUR CHAPTER](#) > [HBA NEW YORK TRI-STATE](#) > [HBA NEW YORK TRI-STATE REGIONAL COUNCIL](#)

HBA New York Tri-State Regional Council

Want to get in touch? Please use the [Member Directory](#) to search and connect with a leader today!

REGIONAL COUNCIL



REGIONAL CHAIR



REGIONAL DEPUTY CHAIR



PRESIDENT, CORPORATE RELATIONS

Harness the power of the volunteer network to accelerate your journey...

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Mini-Master Class

Think Differently...Career Acceleration

Sharon M. Weinstein
*SMW Group LLC and
Design Think LLC*



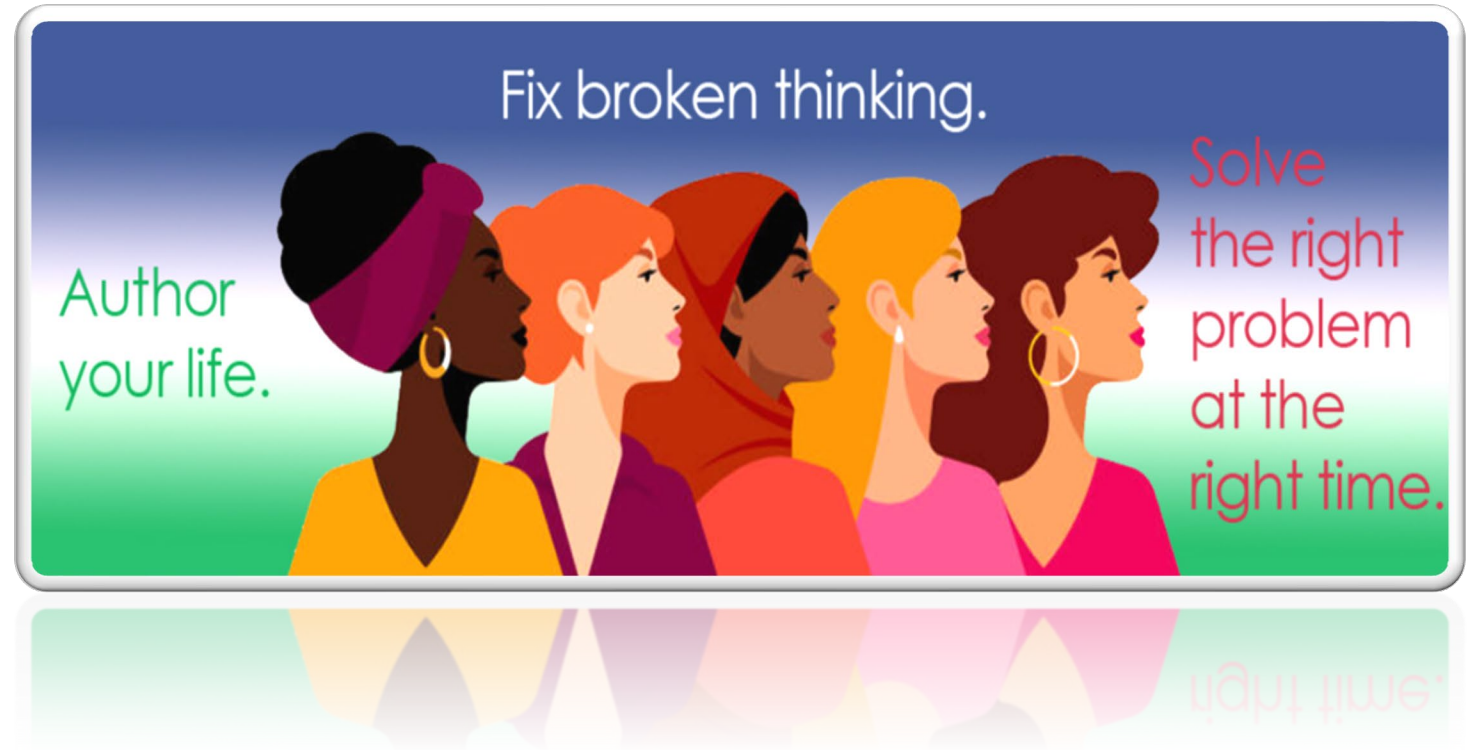
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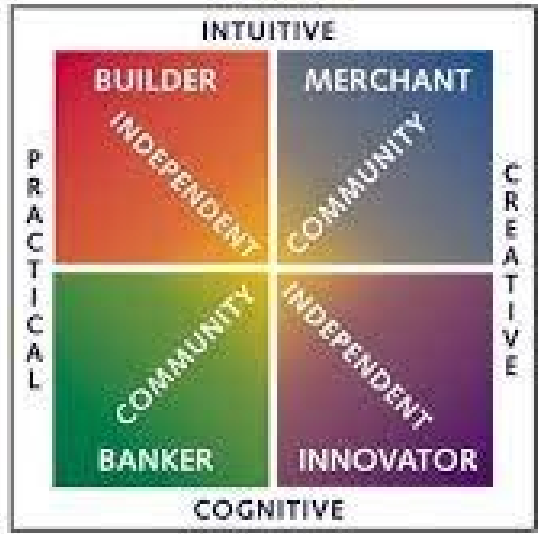
Thinking Differently

- The world has changed
- It is time to shift the paradigm
- Begin thinking uniquely...

using the subconscious to open new doors and opportunities



What's Your Score?





Think Differently

- The Proverbial Box
- Steps Needed
- Application to Career
- P.S. to You

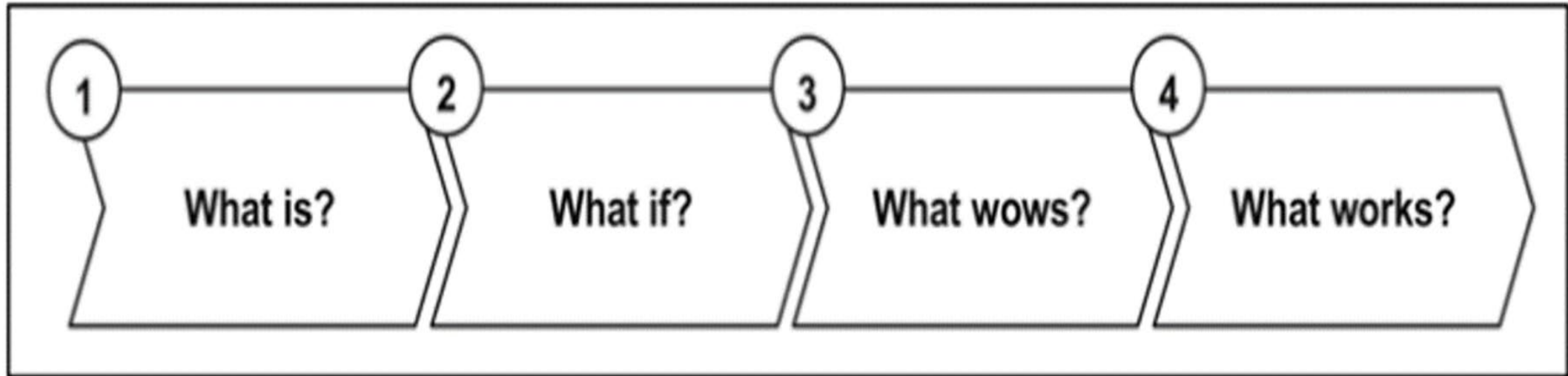
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The Proverbial Box



The 4 Ws



Attribution: Jeanne Liedtka and Vijay Govindarajan

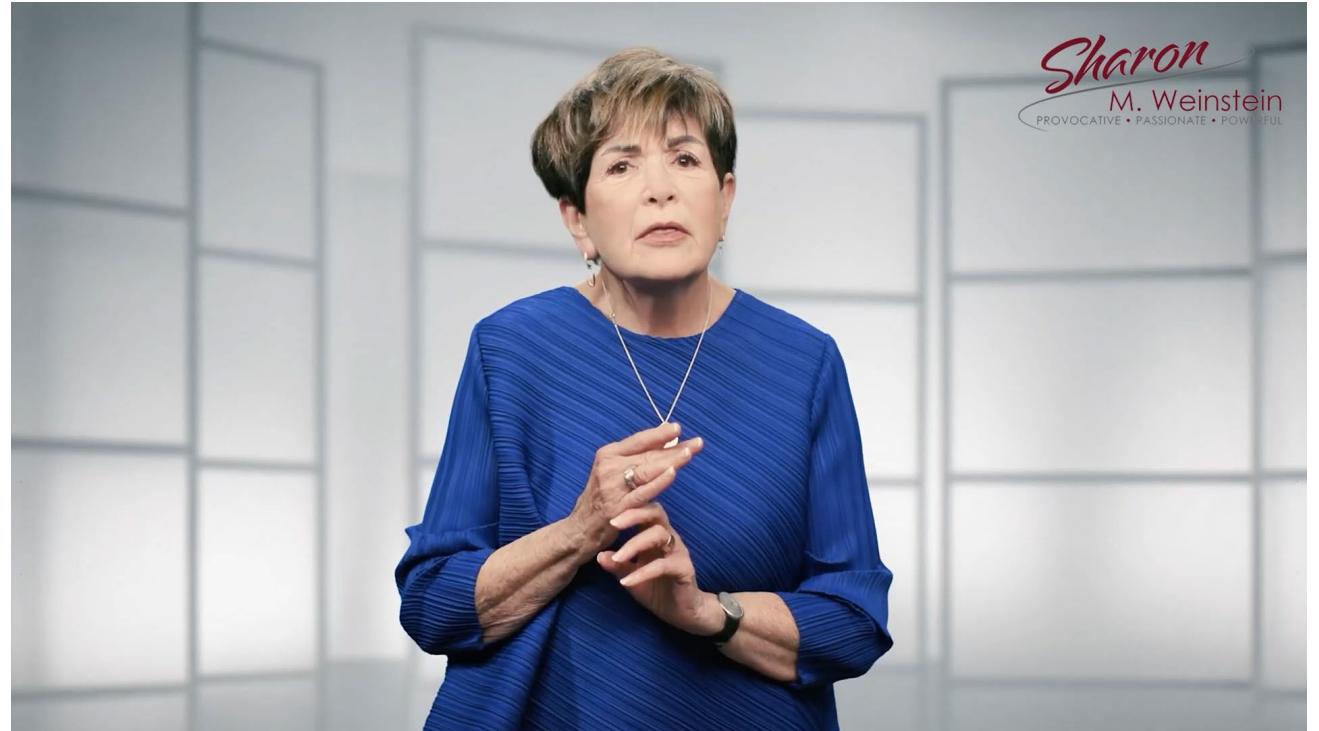
The Four-Step Process

 Observe

 Use
different
lenses

 Brainstorm

 Test your
solution



Apply the Process to Your Career

- *Step 1:* Examine the current situation...
- *Step 2:* Brainstorm "What if..."
- *Step 3:* Prioritize...time, dollars
- *Step 4:* Prototype, improve, decide, evaluate



Strategize to Get What You Want

- Safe environment
- Continuous learning
- Testing assumptions
- Continuous feedback



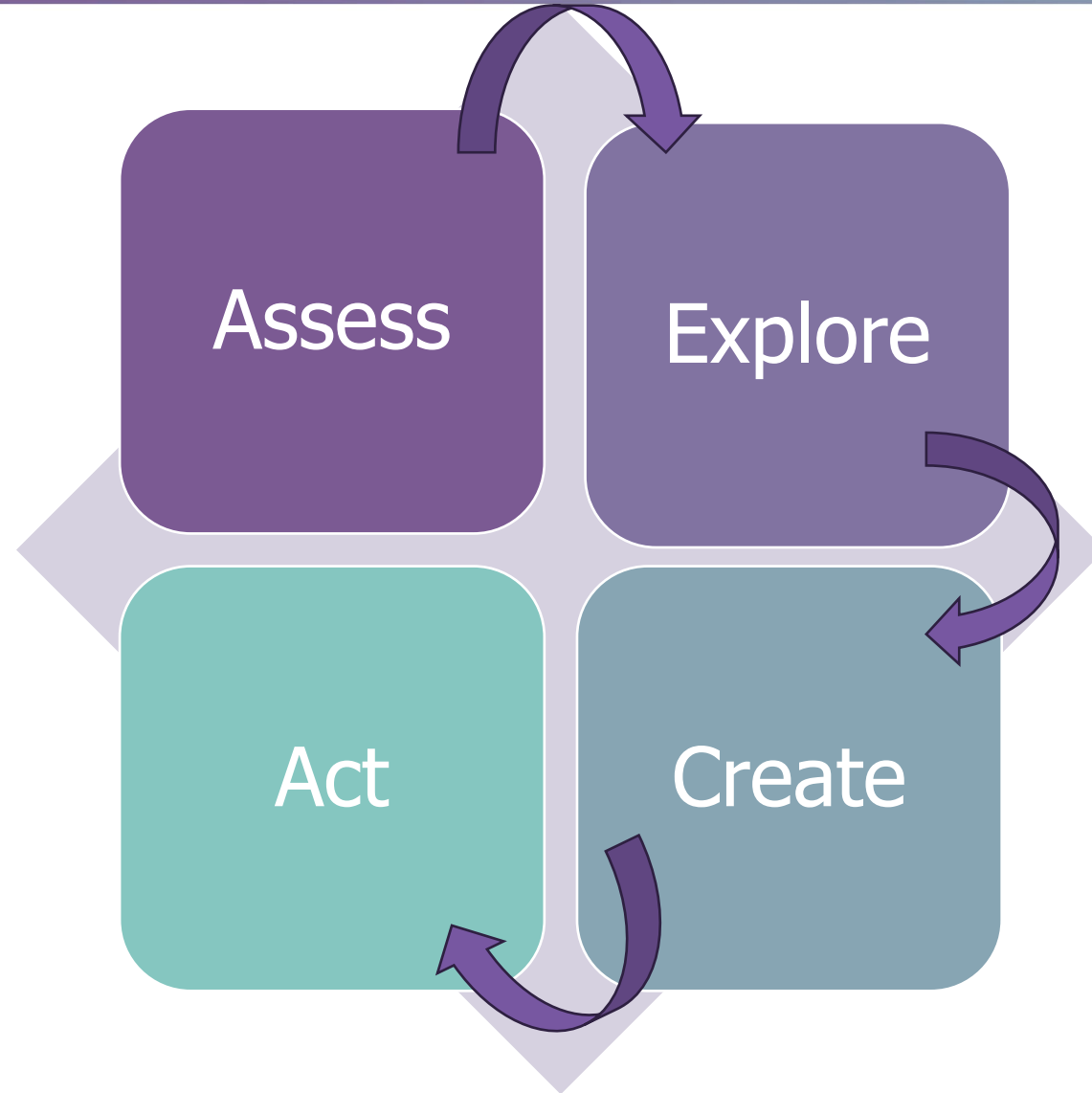
It's Time...

Healthcare
Businesswomen's
Association

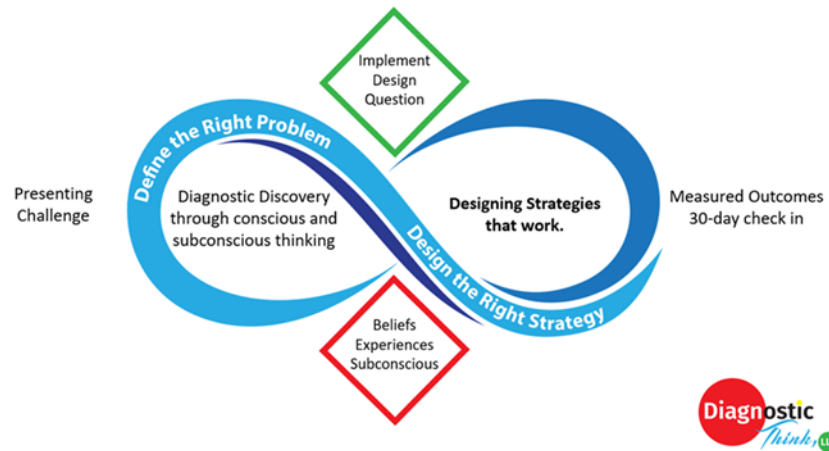


- Forgo frustrations
- Reduce career stalls
- Fill gaps
- Act the part
- Live the life you narrate

Recap the Process...



P.S. and an Invitation to Think Differently



Connection Session Guide

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. Can you share a time when you were asked to think outside the box? How did you approach the challenge, and what was the outcome?
2. What steps have you taken recently to break free from conventional thinking in your career? How did those steps impact your growth?
3. Do you believe that embracing a mindset of innovation is essential for career growth? How have you applied innovative thinking in your professional journey, and what results have you seen?

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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 on request.



HBA 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