



Access GAP's
Getting Started
Resource Kit



HBA Ambassador PROGRAM



For additional program details please visit
www.HBAnet.org/Ambassador-Program

HBA Ambassador PROGRAM

Accelerating Leadership. Advancing Talent. Driving Business Impact.

A strategic leadership accelerator that empowers companies to build and retain a strong pipeline of future leaders. Through real-world, company-embedded experiences, participants gain visibility, cross-functional collaboration, and leadership skills—while delivering measurable business impact and driving organizational growth.

The program is designed to:

- Accelerate the development of high-potential talent
- Elevate visibility and retention
- Bridge internal silos and foster cross-functional collaboration
- Activate executive leaders





HBA

How does it work?

The program is a self-directed leadership development journey for 15-30 mid-level, emerging leaders* embedded in the workday, office-based or virtually. Designed to accelerate their advancement, the HBA will empower and guide the cohort to:

- **Set personal goals and developing critical leadership capabilities**
- **Develop and execute group initiatives for the company**

THE RESULTS

FOR THE AMBASSADORS

- Significant cross-functional exposure
- Visibility
- Confidence-boosting autonomy
- Customized leadership development
- Accelerated advancement

FOR THE COMPANY

- An engaged HBA Community internally
- Customized task force for strategic priorities
- Platform for brand visibility
- Positive impacts from group initiatives
- Develops, diversifies, retains talent

**HBA members. Many companies provide designee memberships to their Ambassadors, but the HBA can facilitate a bulk membership purchase if needed. Please [contact us](#).*

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What's Included?



Setting up for Success

- HBA Champion Training
- Live Champion Open Forums
- Access to the HBA GAP Resource Center
- Ambassador Orientation



Supporting the Journey

- Exclusive educational and networking events
- Ambassador Leadership and Participant Dashboards
- HBA-trained member leaders to support
- Tailored communications via our monthly Digest
- HBA Community discussion forum
- Ambassador Learning Center access for coaching and workshops**



Celebrating the Achievements

- HBA Digital Badges and certificates for program graduates
- Annual Awards events
- Ambassador Alumni Network*



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**in development*
***additional fees apply*



GAP Impact: *Group Initiatives*

During the program, the Ambassadors will brainstorm and collaborate to bring big ideas to life to solve real challenges. These big ideas are the **Group Initiatives**. Here are a few examples of the problem presented by the company, the initiative developed by the cohort, and the ultimate result.

The Problem	The Initiative	The Result
Lack of customer-facing team understanding of community health inequities.	Develop pilot program to train account managers and sales specialists to address health inequities during customer engagements and provide company provided solutions	Development of Field Coaching Guide which enhanced customer trust, engagement, increased meaningful conversations, and built stronger connections to company brand.
Company needed a global talent development strategy.	Create a sustainable framework and Learning and Development Hub to enhance employee growth and career development.	Establishment of global framework that improved training adoption and provided clear learning paths for employees.
Talent lack access to career-planning opportunities.	Develop career progression series to provide practical advice from senior leaders and support for female career progression internally.	Empowered talent, improved career conversations, enhanced visibility and personal branding within the organization.
Talent needed support and guidance to achieve their leadership aspirations	Develop mentoring program with company senior leaders.	Creation of a formal mentorship program, improved personal branding and improved company culture.
Lack of preparation for candidates looking to apply to internally posted positions.	Create and train group of interview coaches as a resource for site employees.	Creation and training of interview coaching group available to all company employees at the site, along with sustainable process for future use.
Post-Covid need to rethink work flexibility	Conduct flexible working survey and develop potential future business models and work scenarios to be reviewed with senior management.	Increased flexibility in work policies, improved work-life balance, and evidence-based decision-making.

GAP Impact: *Individual Development*

Self-esteem is such an important value gleaned from the Ambassador Program. For many of our cohort members, it is a game-changer.

- Sharon Weinstein
HBA Ambassador Program Advisor



83%

Of recently surveyed participants:

Report that program participation helped them feel prepared to advance their career to the next level

Felt that the group initiatives helped them achieve their individual goals, with **63%** reporting them having *significant* impact on their individual goals achievement

97%

~92%

Credit the Ambassador Program itself for having some/a great deal of impact in helping improve their growth in their selected individual objective areas

Report some/a great deal of improvement across all individual goal areas, regardless of the goals they initially selected

75%



Why the Global Ambassador Program?

- Develops proactive, purpose-driven leaders
- Built-in mentorship and executive support
- Real-time organizational impact through strategic group initiatives
- HBA-led structure minimizes lift for internal teams
- Aligns with or enhances existing organizational initiatives
- Exclusive tools, training, and community
- Cost-effective, high-impact solution

Visit HBA.net.org/Ambassador-Program for full program information.

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Getting Started: Timeline

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Preparing to launch an HBA Ambassador Program can take between 3-6 months. Programs are launched multiple times each year during windows designated by the HBA. Upcoming launch windows and deadlines are published at HBA.net.org/Ambassador-Program.



Getting Started: Checklist

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Resource Kit



Meet to review the Activation Discussion Guide:

discuss all questions to determine how this program could be leveraged internally and determine your program composition and launch timeframe.



Identify Your Executive Sponsors: Two senior executive supporters providing crucial strategic guidance, resource advocacy, and the initiative framework.



Identify Your Champions: Two director/senior director-level success drivers who will set up the program, oversee all cohort operations and progress, and provide strategic leadership to the Ambassadors.



Submit an Activation Form* including your identified Executive Sponsors, Champions, launch details (date/format), and program composition.

What happens after Activation?

The HBA will work with your program Champions to set up your program via our training series. This series reviews all setup details including recruiting participants, refining project ideas with the Executive Sponsors, and setting up to Launch!

Getting Started: Resources

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The GAP Getting Started Resource Kit includes:

- **Getting Started Timeline:** phases, milestones and typical time frames to set up for success
- **Getting Started Checklist:** what's needed to complete your Activation Form
- **Activation Discussion Guide:** prompts developed to assist your organization on ways to maximize the program's potential
- **Activation Toolkit:** step by step instructions on how to complete the Activation Form
- **Role sheets** for key internal roles to support recruitment
 - Executive Sponsor
 - Program Champion
- **Reference videos:**
 - If you are activating a program included in your partnership package: *Where to find the Activation Form*
 - If you are purchasing additional program(s): *How to purchase an Ambassador Program a la carte*

Submit an Activation Form when ready!

This will provide the HBA the necessary details to support your program setup.

REMINDER: form deadlines for upcoming windows available on the HBA website

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HBA Healthcare Businesswomen's Association

Visit HBA.net.org/Ambassador-Program for full program details.

Contact Us: GlobalAmbassadorProgram@hbanet.org

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