



HBA Ambassador PROGRAM

Activation Toolkit

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Welcome to the HBA Global Ambassador Program

The HBA Global Ambassador Program (GAP) is a benefit exclusive to HBA Purple, Gold, and Silver-level Corporate Partners. Eligible HBA Corporate Partners intending to launch an Ambassador Program must indicate their **intent to launch** by submitting a completed **GAP Activation Form**.

The HBA launches new Ambassador Programs during designated launch windows throughout the year. Upcoming launch windows and deadlines to complete the GAP Activation form are posted on the [HBA website](#).

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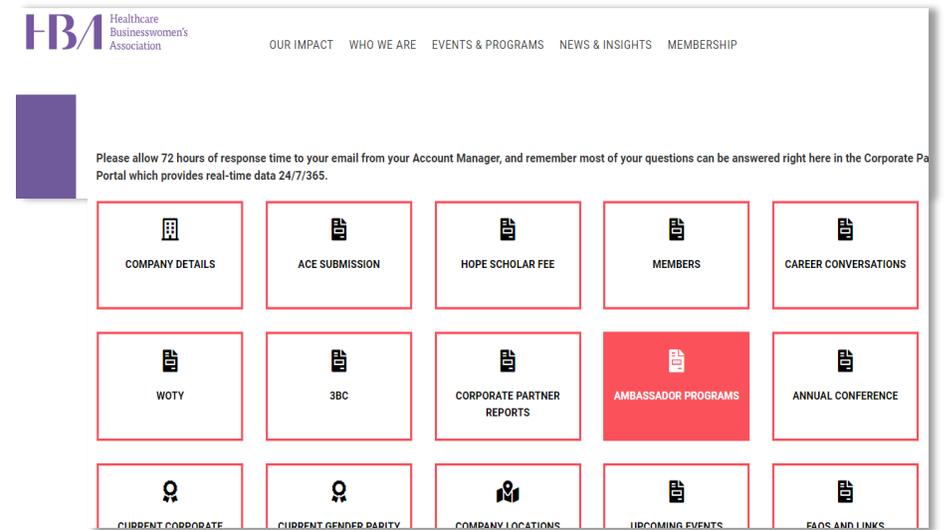
GAP Activation Form

Activating a program in an HBA Corporate Partnership

Only **designated partnership contacts** have access to activate the programs.

To activate, please visit the HBA Corporate Partner Portal in your HBA profile and select 'Ambassador Programs'

Please note: if you are not a partnership contact, please connect with them to determine if any programs remain. Your company's primary contact name can be found in your HBA Profile under My Company > Company Details.



GAP Activation Form

Activating a program in an HBA Corporate Partnership

Within the Ambassador Program section of the CP Portal, designated contacts may:

- Click the “Add New Program” button to complete the Activation Form themselves
- OR copy the Shareable Link and provide it to a trusted contact to complete the form.

If you would like to purchase an additional program a la carte, please [click here](#). Once processed, the form will be sent to you via email with your purchase confirmation.

The Global Ambassador Program (GAP) is the HBA's premier corporate program for leadership development. Serving as a global resource for HBA Corporate Partners, it offers leadership immersion to address gaps in current professional development opportunities. Please refer to the [HBA Global Ambassador Program Overview](#) for more information.

To activate an Ambassador Program included in your Corporate Partner package, select **Add Ambassador Program** below to complete our Activation Form. Please [click here](#) to access the GAP Activation Toolkit to help you get started.

If you prefer to identify another individual from your company to complete the Activation Form on your behalf, please provide them with this sharable version of the [form](#).

If you would link to purchase additional Ambassador Program(s) a la carte, please [click here](#).

Shareable Link 

Global - MX Find (MX - Roster Member - Ambassador Programs in current year)

Our records indicate that your HBA Corporate Partner Package includes 3 active Ambassador Programs. Active programs are listed below with a status of 'Launched'.

Global - MX Find (MX - Ambassador Prog - All Company Ambassador programs - Launched)

Active Ambassador Programs

[+ Add New Ambassador Program](#)

Add New Program 

Name	Ambassador Program Start Date	Ambassador Program End Date	Ambassador Program Status
 Sample Test Company FFN4123 2024-2025	10/02/2024	10/02/2025	Pre-Launch

The GAP Activation Form

Submitting your intent to launch

The HBA GAP Activation Form is an easy way to provide the HBA all the information needed to begin the setup of your program. Multiple programs may be launched simultaneously, however a separate form must be submitted for each program.

Please complete one Intent to Launch form (below) for each cohort.

Upon completion, you will receive confirmation of your submission and an HBA leader will contact you to proceed.

HBA Global Ambassador Program Activation Form

Launch Window *

Launch Format *

Estimated Launch Date (this date is not guaranteed, the HBA will work with you to finalize your launch date in the weeks following form submission.) *

**Some pre-work and foundational understanding is required to complete your form.
This toolkit has been designed to outline what you need to know:**

Preliminary Launch Details

Program Composition

Key Program Roles



Preliminary Launch Details

The Program Launch is the official start of your program, bringing together all participants to bond and begin aligning on outcomes. It will focus on instilling the self-directed mindset of the Ambassador Program and opens up a safe space for Ambassadors to begin exploring their leadership potential. The Launch is typically held during one 3-4 hour session.

Launch Format:

The program's launch format usually depends on the geographic composition of the cohort members, and each has benefits. Rest assured, whether you select virtual or in-person, it will be a highly interactive experience.

Launch Window *

Launch Window

The HBA launches Ambassador Programs during designated launch windows throughout the year. Upcoming windows are pre-populated in the form, along with deadlines for submission.

Launch Format *

Ideally, programs should launch as close to the start of the HBA Corporate Partnership term as possible. Upcoming launch windows and deadlines are posted on the HBA website.

Estimated Launch Date (this date is not guaranteed, the HBA will work with you to finalize your launch date in the weeks following form submission.) *

Target Launch Date:

Please select a target launch date during the selected launch window.



Program Composition

HBA Chapter/Region

If your cohort is located within an HBA location or regional territory, please begin typing and select the name of the location/region here. To find out if there is an HBA location/region in your area, [click here](#). If not, leave blank.

Chapter Region (if applicable/if the cohort will be located within one HBA chapter/region territory.)

Please provide an overview of preliminary goals/strategic focuses of the cohort (if identified) *

Program Composition

Every program needs a compositional focus (a site, regional territory, country, business unit, etc) from which to source your Ambassadors. Some ways to determine where to pull from, consider:

- Your overarching program goals/focuses
- Are there specific geographies/divisions/functions that need attention? Why?
- Where are the gaps in your leadership training and/or professional development for mid-level employees?

Please provide HBA any and all detail about the composition of your program.

Describe the program composition (i.e. specific geographies, business units, etc as applicable) *

Cohort Nickname (a one word nickname to identify your cohort. This should not be your company name. Examples: the name of the city the program is located in, the business unit or division name, region name, etc) *

Program goals/focuses

The cohort will innovate and bring to life new initiatives for your company and employees. Where would their efforts possibly have the most impact? Some questions to consider are:

- What are your organization's strategic pillars that a program like this could amplify/impact?
- Are there any challenges your organization is facing that the group could focus on providing solutions for?
- Do your employee resource groups need additional support and resources?

Cohort Nickname/Descriptor

Your company's name plus this cohort nickname/descriptor will be combined to create the HBA-recognized name of your cohort. What one or two words are most appropriate to describe the cohort composition? This could be as simple as the city, state, country, division, or business unit name.

Aim for 1-2 words maximum. Acronyms are acceptable as long as they are fully described in the program composition section.

HBA recommends that Ambassadors span no more than 6-8 time zones, as meeting logistics may become stressful.





Program Composition (cont.)

Ambassador Criteria

Ambassadors tend to be mid-level, *emerging* leaders, but what specific criteria will you be looking for in a participant?

- What titles does 'mid-level' translate to in your organization?
- What kind of diversity are you looking to cultivate? For example, are you looking to encourage participation from under-represented minority group? Or would you like male representation in the group?
- What other items will you take into consideration as you review potential Ambassadors?
- Are you encouraging self-nomination, manager nomination, or both? The HBA recommends including self-nomination as an option as you'll often find hidden gems.

HBA recommends that Ambassadors have at least conversational English to reap the maximum benefits from the program as our live sessions and resources are currently in the language.

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Ambassador Criteria (Level of ambassadors. Enter N/A if not applicable) *

Specific cohort needs (preferred time zone, language requests) *

Cohort size (ideal size is 15-30) *

Cohort size

The HBA Ambassador Program can accommodate between 15-30 individuals per cohort. Big or small, every cohort makes a major impact: larger cohorts tend to take on a larger number of initiatives, but smaller groups tend to be more decisive and action forward. Your cohort's size may also be determined by your program composition and timeline for recruitment. Please indicate to the HBA what your goal is for number of Ambassadors.

Cohort needs

Depending on the cohort composition, goals, makeup, are there any specific needs you'd like to let the HBA know about? For example:

- What is the preferred time zone of majority participants?
- Advisor requests (specific individuals, skills, etc)
- Are there any languages that would be helpful for the Advisors to speak and understand? *Note: the HBA's Program Advisors are volunteers. We will do our best to accommodate any/all requests, but cannot guarantee they will be met.*

HBA recommends you use this section to provide us anything special we need to know to best serve your company and cohort.





Key Roles

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

It is critical to pre-determine the key individuals supporting the Ambassador Program at your company in order for the HBA can best orient and support them through the process.

Executive Sponsors

The senior executive supporters of the program who:

- Provide strategic guidance and framework for group initiative ideation
- Assist the program in identifying key stakeholders and open doors for budgetary needs, HR or legal approvals, etc.
- Inspire and mentor the cohort to excel, providing helpful feedback during meetings and progress presentations

Identify 1-2 Executive Sponsors

Ambassador Program Executive Sponsor *

Ambassador Program Executive Sponsor 2

Ambassador Program Champion *

Ambassador Program Champion 2

The form provides a place to input the names of your Executive Sponsor(s) and Program Champion(s). To add, please begin typing the last name of the individual and select the full name when it appears.

These individuals must have an HBA profile* associated with your organization. Please [click here](#) to create one.

Program Champions

The key internal success drivers of the Ambassador Program who:

- Strategically and tactically plan the program's setup and launch**
- Oversee cohort progress via collaboration with HBA Advisors and by leveraging situational leadership to motivate the group
- Serve as a conduit of communication to the Executive Sponsors

Identify 1-2 Program Champions

*HBA membership is also strongly recommended for these key roles

**The HBA also recommends identifying 2-3 lower/mid-level employees (a 'Program Launch Team') support the Champion(s) in the logistics of the launch planning in return for participation in the program's professional development opportunities.



When complete, click SAVE and you're done!

What happens after submission?

Soon after submission, Champions and Executive Sponsors will receive communications with:

- Their tools/resources to get started, especially the Champion Training
- Access to the HBA GAP Resource Center
- Community of Practice schedule of live meetings to get set up for launch

The HBA will:

- Assign Advisors and Program Excellence Manager no later than two weeks prior to your launch date , making introductions once assignments are made
- Host Champion Office Hours to support you through the setup and launch of your programs

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We look forward to launching your Ambassador Program!