

HBA Ambassador PROGRAM

The [HBA's global Ambassador Program](#) can be tailored in several ways to best meet your organization's needs. To begin exploring how your organization might maximize the program, the HBA has developed the following discussion guide for you to review internally.

1. The HBA Global Ambassador Program's top results are accelerated leadership readiness for the employees who participate and people-focused initiatives that benefit the company and wider employee population. Knowing this, how could this program fit into or impact your organization's strategic pillars or priorities?

Goal: determine what success looks like, where the program may have the most impact

2. Are there any gaps in your organization's current leadership training / development? If so, where (i.e. site, geographic division, business unit, etc)?

Goal: determine the program size (15-30 employees) and composition (the site(s), geographic division(s), or business unit(s) that will be invited to participate). If not yet identified, this will also narrow your pool of potential Executive Sponsors and Champions for the program and help determine your launch format (site-specific programs tend to be in-person, broader programs tend to be virtual)

3. The HBA Global Ambassador Program acts as a dedicated task force within your organization. The group transcends / enhance existing ERGs and mid-level employee leadership training programs. Where might this group have an impact?

Goal: identify potential problems, gaps, or opportunities the program group initiatives may address

4. Will any budget need to be set aside to support this program (i.e. for HBA memberships for participants, development workshops or coaching, Launch/Graduation event expenses, etc.)?

Goal: review Corporate Partnership package inclusions. How many Ambassador Programs are included; how many designee memberships are available. Should any funds be set aside for development workshops or coaching to enhance the experience, launch/graduation event costs, etc.).

Note: HBA Ambassador Programs included in your HBA Corporate Partnership have no cost unless your organization desires to purchase additional programs a la carte. The HBA does recommend setting aside \$10-15k USD/EUR to support the program initiatives, events, and individual development.

5. How long will it take to finalize required details in order to submit an Activation Form?

Goal: determine a realistic timeline for identifying executive sponsors and champions and finalizing program composition, which will inform which upcoming launch window is appropriate for your organization.

Reminder: upcoming launch windows and activation form deadlines are available at www.hbanet.org/ambassador-program.