

Program Overview

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What is the HBA Ambassador Program?

The HBA Ambassador Program is a 12-month self-directed, leadership development program for 15-30 emerging leaders. This cost-efficient program is designed to help HBA Corporate Partners* develop a diverse bench of future leaders and aid talent retention through ongoing leadership training embedded in the workday, office-based or virtually.

The Ambassador Program is designed to accelerate the leadership development, advancement, diversification, and visibility of an organization's emerging talent pool while simultaneously creating an engaged HBA community within your organization to enhance the value of the corporate partnership.

**Available exclusively for Purple, Gold, and Silver level partners*

Why It Works

- Creates a platform of empowerment to help women and men amplify their voice, be braver, take risks, and become thought leaders for a more diverse culture
- Designated executive-level sponsorship and increased exposure to internal and external leaders and subject matter experts
- Changes mindset to think and act like a stronger leader, not to wait to be told what to do
- A one-year, grass roots, self-directed program with a commitment to achieving specific, personalized success metrics for participants
- Ongoing virtual and in-person support by HBA Advisors, program peers, senior internal Advocates, and the Global Ambassador committee of 100+ experts and leaders
- Cost-effective: it's a small fraction of standard leadership training costs per person for one year of leadership development

How Does It Work?

The program acts as a self-directed internal task force set up and customized to meet your company's strategic priorities.

The HBA will empower and guide the 'Ambassadors' through the development and execution of:

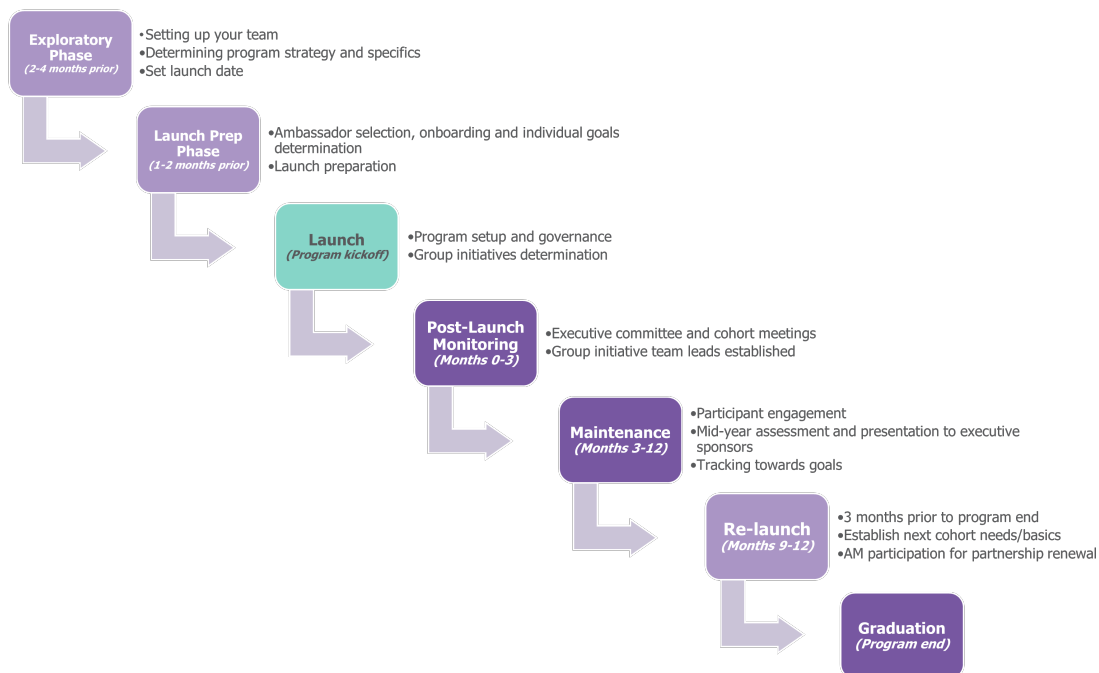
- Individual development goals to ready themselves for the next step on their career ladder
- Group initiatives for the company. These initiatives, focused on an element of DE&I, career or professional development, company culture, and/or leadership delivery, empower the Ambassadors to explore their leadership potential in new ways and result in positive impacts and benefits across the organization.

Over the course of the 12-month program, two HBA-trained Advisors will work directly with the cohort to help drive momentum and to ensure progress is being made towards goals. Through their participation, the Ambassadors are provided significant cross-functional exposure and visibility, confidence-boosting autonomy, and customized leadership development, enabling them to advance further, faster.

How Is It Different?

- This year-long on-the-job training program is done with a cohort of colleagues, with a focus on self-direction
- Designed to collaborate with your employee resource groups (especially any women's resource groups) as a way to enhance their efforts, provide speakers, panelists, do programs together and help advance careers.
- Allows companies to build their brand by showcasing their DE&I and employee-focused initiatives both internally and externally and create additional opportunities to compliment or even enhance existing employee resource groups.
- The program operates autonomously, with guidance from the HBA, so there is no burden on your HR team or the managers of the Ambassadors
- The HBA has over 100 individuals supporting more than 50 programs across the globe, resulting in a vast network of support and connections

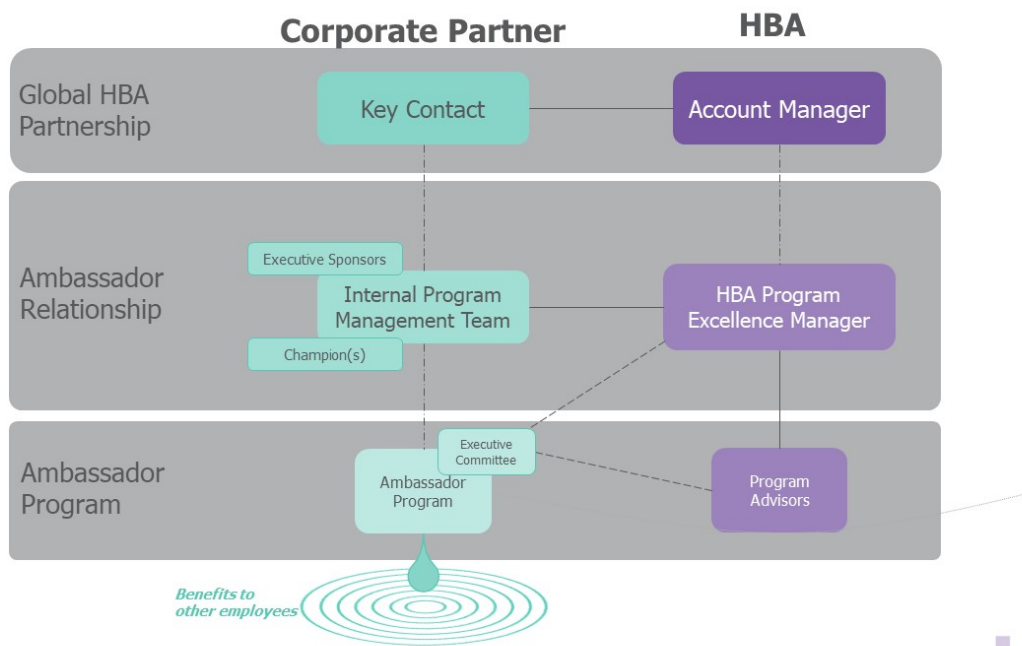
Program Process and Phases



Who Does What?

- The HBA will work directly with your employees. We recommend two executive-level 'sponsors' or 'advocates' and two mid-senior level program 'champions') to start the Ambassador Program
 - Your Executive Sponsors and Champions will determine the program strategy and participants
- An HBA-trained Program Excellence Manager will be assigned to your company to guide the Champions through the necessary steps to set up and launch the program
- Your company has control of program specifics and determining the 'Ambassadors', the participants, with guidance and best practices shared by the HBA to ensure the program is set up for success.
- The HBA's Launch Leader will guide the launch of the program, which focuses on empowering the participants to self-direct and achieve their goals
- The HBA will provide two trained Advisors to guide the cohort's executive committee throughout the program year, ensuring they have what they need and are prepared to lead and succeed

- The Ambassadors will drive their selected group initiatives forward and progress towards their individual goals



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Exclusive Ambassador Offerings

As HBA members, Ambassadors are encouraged to take advantage of all the HBA has to offer, but there are also several offerings exclusive for HBA Ambassador companies and participants:

- The **Ambassador Learning Center**, which houses:
 - Master Classes are 60–90-minute workshop offerings that provide the tools needed to ideate innovate and advance your career. With a wide range of topics offered, HBA Master Classes can significantly enhance a program's impact and individual development
 - Coaching is available for both individuals and small groups . Based on the unique developmental areas of the individual(s), coaching helps deliver real results with measurable outcomes.
- **Awards events**
 - Held virtually or in conjunction with HBA's European Leadership Summit (ELS) and Annual Conference (AC)
 - Celebrate the people and companies that make the program possible
 - Highlight initiatives making the biggest impacts
- **Networking opportunities**
 - Held virtually and in conjunction with HBA signature events like Woman of the Year, ELS and AC
 - Expand your network, share and learn with fellow Ambassadors and Ambassador companies

For Full Program Details...

- The HBA has an Ambassador Program Playbook, which has been designed as a tool to support companies and individuals in the understanding, design, and setup of their Ambassador Program(s).
- The information in the Playbook is organized into sections to help navigate each step of the journey. It includes guidance and full detail about the program and process from start to finish.
- Companies who elect to pursue an Ambassador Program will be provided the Playbook to guide the planning process.

