


Selecting the Ambassadors

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Once your nomination deadline has passed, it's time to select your Ambassadors. This step is typically handled by the program Champions, consulting the program Executive Sponsors as needed. You may also elect to convene a Selection Committee of trusted supporters of the program.

- Review each nominee's information and evaluate it against your pre-determined Ambassador Profile and criteria. The HBA recommends:
 - If able, assign each submission a number rather than by the candidate's name to ensure fair and unbiased assessments
 - The HBA recommends creating an evaluation tool, similar to our [SAMPLE Ambassador SCORECARD.xlsx](#) . This will assist those conducting the selection, allowing them to do so easily and objectively. Save it in a collaborative folder.
 - Provide the selection committee ample time (~2 weeks) to review and score applicants against the criteria
 - Top-scoring applicants become your Ambassadors!
 - Often there are more deserving candidates than available slots in the cohort. The HBA recommends beginning a 'wait list' of these individuals. They can be first in line should a selected Ambassador choose not to participate, or be considered for a separate/concurrent cohort (if your organization plans to have multiple) or for the following year's cohort.
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