

# Fireside Chat with Executive Sponsor (OPTIONAL)

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Some companies elect to hold a Fireside Chat before the program launch. The purpose of this Fireside Chat is to provide the Ambassadors with a more formal company introduction to the program as a part of their orientation, and added inspiration from the Executive Sponsor(s).

The Fireside Chat is typically a 1 hour session, held ~1 week before the launch event, or immediately prior to the launch.

During the Fireside Chat, the Champion will moderate a discussion between the Executive Sponsor(s), walking them through a series of pre-determined topics and questions such as:

- Anecdotes from the Executive Sponsor: fun facts, career tidbits, authentic sharing
- Why do the Executive Sponsor(s) and the company support the HBA and the Ambassador program?
- Why is it important to start the program *now*?
- What are the group initiative problem statement(s) or goal(s)? Or if pre-determined, what is important for the Ambassadors to know about them?
- What will success look like for this program overall?

The chat should end with a few minutes for Q&A.

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