

Goal Selection and Self-Assessments

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At the start of the Ambassador Program, all Ambassadors will be asked to set goals and self-assess their leadership capabilities. Here are a collection of articles and resources to walk you through the process.

Why goals and capabilities?

As you begin your Ambassador journey, the HBA encourages you to start with the end in mind: what do you want to accomplish? And how will you get there?

The Ambassador Program Goal Selection and Capabilities Assessment will ask you to determine where you want to go and identify your growth areas so you can get there faster.

You will select your goals and complete your initial self-assessment through HBA's website at the start of the program, then be invited to return and complete self-assessments of your capabilities at the middle and end of your program.

What are the HBA Leadership Capabilities?

The HBA's Leadership Capabilities framework was developed in 2014 and outlines the core actions and capabilities of leaders in the business of healthcare. The HBA's portfolio of offerings and events are mapped to this framework and Ambassadors will assess their skill levels across each capability to measure their progress.

Core Actions & CAPABILITIES

for Professionals in the Business of Healthcare

Quick Reference

ENLIGHTEN

1. **Integrity**—Values Alignment, Self-Awareness, Credibility, Accountability
2. **Communication**—Active Listening, Emotional Intelligence, Respectful Communication, Adaptive Communication
3. **Industry Acumen**—Strategic Business Performance, Healthcare Enterprise Knowledge, Digital Ecosystem Knowledge, Entrepreneurship

EMPOWER

4. **Executive Presence**—Confidence, Composure, Business Judgment, Poise
5. **Executive Mindset**—Self-motivation, Mastery Orientation, Resilience, Career Development Strategy
6. **Decision-Making**—Critical Thinking, Agility, Risk Management, Problem-Solving

ENGAGE

7. **Influence**—Impact, Political Savvy, Conflict Management, Inspirational Leadership
8. **People Management**—Cultural Competence, Empathy, Relationship Building, Collaboration
9. **Networking**—Visibility, Advisory Network Formation, Professional Brand Promotion, Strategic Positioning

EVOLVE

10. **Change Leadership**—Disruptive Leadership, Opportunity Assessment, Flexibility, Change Advocacy
11. **Innovation Capability**—Visioning, Design Thinking, Creativity, Ideation
12. **Continuous Development**—Upskilling, Learning Agility, Legacy Building, Holistic Wellbeing

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What are the Career Goals to select from?

Ambassadors will be asked to select 2-3 career goals that they would like to achieve by the end of the program. The goals to

select from are:

1. **Increased scope:** additional job responsibilities within current position
2. **Achieve new role:** promotion or up-level opportunity gained
3. **Cross-functional collaboration:** successful completion of project in or with another cross-functional area
4. **Personal brand:** substantial expansion of sphere of influence internally and externally
5. **Executive demeanor & delivery:** increased confidence and authentic, professional self-presentation necessary to support consideration for the next level of management
6. **Executive support:** develop senior advocates and mentors internally/ externally
7. **Subject matter expertise:** substantially advance knowledge and/or recognition in preferred subject-matter area
8. **Increased Global Exposure:** across the organization via a new role or project

At the end of the program, Ambassadors will indicate which of these goals they achieved.

How do I complete my self-assessment?

Conducting an honest self-assessment is not easy, but we will ask you to try. This is an important inflection point at the start of the program, and a true/solid assessment initial assessment will set you up for really measurable outcomes. Here is some helpful guidance to get you started assessing yourself against the **HBA Leadership Capabilities**:

- Take time to reflect on your skill level
- Remain honest with yourself
- Get feedback: discuss your growth areas with your manager and trusted colleagues to help identify any blind spots
- Proactively identify your growth areas – where might you need to put some specific focus?

You'll complete your self-assessment via the HBA's website at the start, middle, and end of your program.

Where do select goals and self-assess?

Ambassadors will select their goals and complete their self-assessments directly on the HBA website at the start, middle, and end of the program.

To complete your assessments:

1. Visit www.hbanet.org, log into your HBA Profile.
2. Navigate to the **Ambassador Program Participant Hub** on the left-hand side of your profile. *Note: this will only be accessible if you have formally registered for your cohort. This registration link can be obtained by contacting your Program Champion.*
3. Select your Ambassador Program.
4. Scroll down to the appropriate assessment and click the red pencil to complete and enter your details.

5. Be sure to click SAVE after completion.

The screenshot displays the HBA Ambassador Program dashboard. On the left is a purple sidebar with navigation links: Profile, Membership Auto-Renewal, Change Password, My Company, My Invoices, My Volunteer Roles, My Events, Store, Speaker Agreement Form, Shopping Cart, Ambassador Program Participant Hub (highlighted with a yellow star), WOTY Table Waitlist, Executive Opportunities, Membership Directory, and Resource Center.

The main content area features the HBA Ambassador Program logo at the top. Below it is the heading "Your Ambassador Program" and a welcome message. A table lists program details:

Program Name	Current Program Start Date	Current Program End Date	Program Status
Your Program Name	05/06/2024	11/06/2024	Launched

Below the table is a self-assessment form. The text reads: "You are now at the midpoint of your Ambassador journey, and the HBA hopes you find it a rewarding challenge. Now is a great time to reflect on your experience thus far and assess your progress. How are you making progress towards developing the Leadership Capabilities you selected to focus on, and even those you didn't select. Please complete the self-assessment below to gauge your current skill level across the 12 Capabilities. We wish you continued success on your Ambassador journey!"

A red arrow points to the instruction: "Please self-assess your current skill level across each of the capabilities with 1 being unskilled, 5 being very skilled." Below this are two rows of dropdown menus:

Term Begins	Term Ends	Member Status
5/6/2024	11/6/2024	Current

The form shows "Baseline: Integrity" with a dropdown set to "5" and "Mid-Program Update: Integrity" with an empty dropdown. Below it, "Baseline: Communication" and "Mid-Program Update: Communication" are also visible.