Timeline for Getting Started

Getting Started: Timeline

Access GAP's Getting Started Resource Kit

Preparing to launch an HBA Ambassador Program can take between 3-6 months. Programs are launched multiple times each year during windows designated by the HBA. Upcoming launch windows and deadlines are published at HBAnet.org/Ambassador-Program.

Milestone: Submit Activation Form

Milestone: Program Launch

Milestone: Graduation

Phase 1: Activation
Duration: 6+ weeks

Identify internal program team*
Program Champions and Executive Sponsors

Determine Program Composition*
Program site, geography and/or business unit focus

Develop early-stage strategy and plans
Determine launch preferences (window, format)*, identify potential strategic focuses, and Ambassador criteria

Phase 2: Setup Process
Duration: 8-12 weeks

Program Champion Setup Series
HBA-led live sessions over ~6 weeks

Ambassador Identification
Recruitment, selection, and orientation

Launch Planning
Logistics, content and administration

Group Initiative Focus Identification
Develop guidance and framework group initiative ideation

Phase 3: Program Operational
Duration: 9-12 months

Program Ramp Up (~45 days)
Research, cross-collaboration, refinement of initiatives and plans

Program Execution (6-9 months)
Progress towards group initiative and individual capabilities development

Program Ramp Down (~45 days)
Work finalized, executive summaries, graduation planning

#HBAimpact

*Required details needed to activate an Ambassador Program

HBA