

# HBA organizational components

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## HBA organizational components



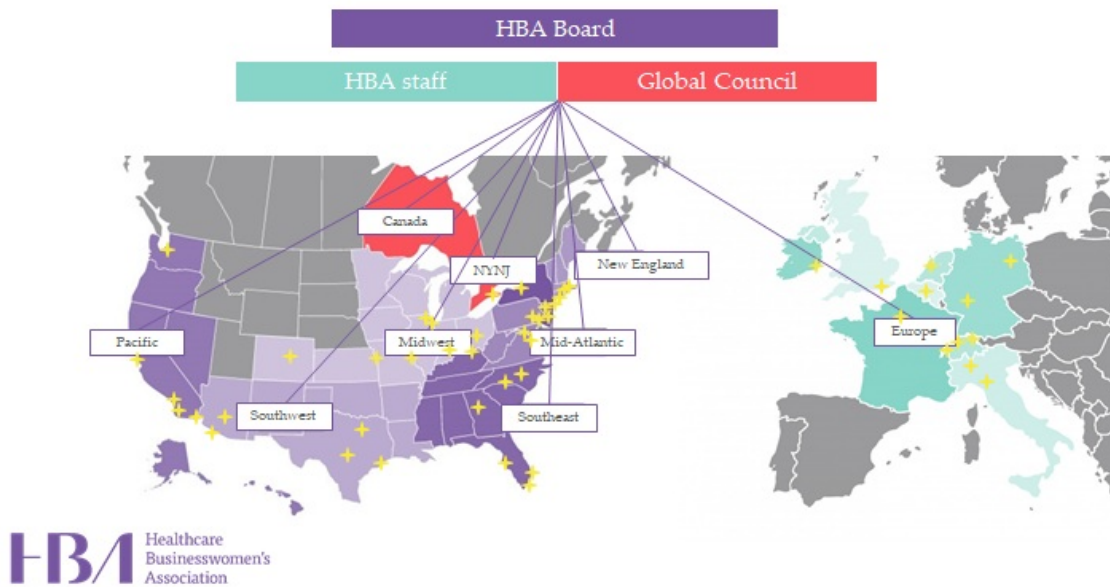
HBA Global (i.e. board, staff and global committee chairs) work to define the organizational strategy and priorities at a global level. This then needs to be translated into regional strategies and then chapter priorities to create the member experience. Chapters and Regions continuously provide feedback and insights on the member experience to inform HBA Global strategy.

## HBA Global



The HBA board at a global level determines the organization's overall strategic priorities and direction. The HBA staff (aka HBA Central) and our Global Council takes board-determined priorities and creates an operating plan, initiatives and operational priorities that can then be executed on.

# HBA Global, Region and Chapter illustration



The Global Council and staff work with the regions to communicate organizational strategy and priorities, which the regions translate into regionally-specific strategies and initiatives. The regional leaders then work with the chapters to align, collaborate and create the overarching HBA experience in their area.

[Learn more about the HBA regional and chapter structure here.](#)

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