

Step 5: Re-Launch Discussions

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Approximately three months prior to the end of the program is the best time to explore re-launching the program and expanding engagement with the company. At this time, it is best to schedule a meeting with your key program contact to discuss what went well and what the opportunities are for the future (see tools in [Step 1: Qualify](#)).

You will also want to connect with the HBA account manager for the company regarding the HBA Corporate Partnership status at this stage to ensure they are aware of any pertinent program feedback. If the company still has programs as a part of their partnership, then relaunch discussions can continue. Increasing the engagement and number of programs to enhance the company's experience and develop their employees is always the goal!
