

How long does it take to set up to launch?

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It can take between 3-6 months to set up and launch an HBA Ambassador Program. See our quick start guide below:

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 HBA.net.org/Ambassador-Program.

Milestone:
Submit Activation Form

Phase 1: Activation

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Duration: 4-6+ 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

Milestone:
Program Launch

Phase 2: Setup Process

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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

Milestone:
Graduation

Phase 3: Program Operational

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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

Reference: GAP Getting Started Resource Kit