



BUILD & ELEVATE LEADERSHIP DEVELOPMENT PROGRAM THE ROLE OF A CHAMPION

Champions serve a critical role in the success of individuals who participate in this special program. Champions, usually working with corporate HR departments, first identify women within their organization who are on the precipice of reaching the next level of leadership, nominate them for the appropriate program (BUILD or ELEVATE), and then provide ongoing support through an approximately 11-month experience of knowledge and skill-building in five areas: **Executive Presence, Negotiations, Advocacy, Career Development, and Networking.**

The below items detail the role and expectations of a BUILD & ELEVATE Champion.

- **Financial Commitment:** ensure the corporation's financial payment for the program fee.
- **Nomination:** BUILD or ELEVATE applicants must be nominated by a Champion who submits brief information about their nominee's impact at work and leadership potential. This is in addition to the form the applicant submits.
- **Time Commitment:** BUILD & ELEVATE participants go through approximately two months of orientation with their respective cohorts and complete pre-work and leadership assessment tools prior to an in-person, three-day practicum (travel required). This is followed by four months of one-hour executive coaching sessions and four months of 2-hour monthly virtual workshops. Each cohort is also encouraged to attend the annual ForWard Conference to augment their knowledge-building and network with peers throughout the industry. During the final month of the program, participants attend a virtual meeting with AHLA Foundation representatives. This session officially launches participants as a member of the ForWard community and encourages future participation in networking and industry-related events. To maximize the effectiveness of the program, participants should make every effort to engage in the coaching sessions and especially the virtual workshops. Champions will be kept abreast of dates for the virtual workshops and asked to help ensure participants join these sessions. At each step of the learning program, Champions are asked to ensure their participant has time away from other duties to attend so they, and the sponsoring organization, can receive full benefit from their professional development.

- **Advocate:** The BUILD & ELEVATE practicum suggests that participants build their “personal board of directors” – their advocates. Advocates provide stretch assignments and challenges that lead to career growth. Advocates also seek opportunities for participants to present in meetings and speak at the podium, allowing avenues to practice and strengthen skills covered as part of the BUILD & ELEVATE programs. Importantly, advocates provide formal and informal advice and counsel. As a champion, we hope you will be one of your participants’ advocates and/or position other leaders within your company to do so.

- **Career Readiness:** The goal of BUILD and ELEVATE is to equip participants with a holistic set of talents to advance to the next step of their leadership career. Many have gone on to achieve advancement opportunities within and outside of their existing company. Upon nomination, Champions acknowledge these potential scenarios.

- **Debrief:** As your participant goes through her year of growth with BUILD or ELEVATE, conversations with you will help her make the most of her training. We will send email updates about the material being covered and overall program progress to inform your check-ins and de-brief conversations.

On behalf of your participant and the ForWard initiative, thank you for your support.