



*Inspiring business*

# IoD Ambassador Opportunities

*Role / Development / Recognition*





# Join our local community

## Who are IoD Ambassadors?

IoD Ambassadors are key people within the IoD Regions, Nations and Branches, playing a vital role in the function of the IoD. They provide local connectivity with IoD Members and give a local 'voice' and presence to the Institute. They are the means by which IoD national policy is reflective of local issues and can be contextualised locally.

IoD Ambassadors form the Branch leadership teams, led by their Region, Nation or Branch Chair. They have a vital role to play in the development of the IoD. Their activities have a significant influence, not just on the membership but on the stature, image and reputation of the Institute.

IoD Ambassadors encourage members to engage with their IoD and facilitate connection to other members. Ambassadors are tune into local and regional issues. They contribute to a programme of relevant and engaging events to inspire members.

They are also the means by which IoD national policy is reflected locally. IoD Ambassadors and their Chairmen, therefore, have an important role to play in the development of the IoD.

Their activities have a significant influence not just on the membership but on the stature, image and reputation of the Institute.

IoD Ambassadors across the UK, and in Europe, work with us to ensure that members are engaged with their IoD and connected to each other; they are tapped into local and regional issues, and contribute to a programme of relevant, interesting and engaging events and activity to inspire members.

As an IoD Ambassador you will champion the highest standards as set out in the IoD Competency Framework

## Key behaviours across all roles (Volunteer & Staff)

Regions/Nations behaviours, desired in our Community and our Staffed teams - linked to our Vision/Values and the Director Competency Framework (see appendix F)

- Brings ideas whilst accepting perspectives and ideas different to their own;
- Champions IoD ambition regarding diversity and inclusivity;
- Is highly regarded and respected by their peers;
- Is a good listener and communicator, while demonstrating strong commitment to developing great leaders across our regions, nations and branches;
- Devotes time and effort to Leadership Group activities, and supports the Regional Director and wider executive team;
- Seeks to realise the potential energy of the Leadership Group;
- Declares any interests, prevents any personal or business interest from conflicting with this role on the Leadership Group, and avoids using this position directly to promote personal interests;
- Supports the national standards, policies and priorities of the IoD;
- Acts in a professional, courteous manner towards Members, IoD Staff, Ambassadors and local contacts.



# What can you do as an Ambassador

## *Ambassador Activities*



**Promoting**



**Sector and  
Geography  
Representing**



**Presenting**



**Writing  
content (e.g.  
blogs)**



**Supporting**



**Connecting/  
Sharing**



**Developing**

Ambassador roles can be focussed on one of three main areas:

- 1** Key Sectors or Priority Themes, eg Finance or Cyber Security
- 2** Core Member or Branch Support Needs eg Membership Support or Marketing & PR.
- 3** Geographic focus

There could be up to 12 Ambassadors, appointed to form a Branch leadership team. Each Ambassador will have a clear and defined role that aligns to locally decided priorities. Where appropriate, Ambassadors may take the lead in more than one priority.

# IoD purpose, vision and values

The IoD is the UK's longest-running organisation for professional leaders. Our mission is 'to support our members, encourage entrepreneurial activity, and promote responsible business practice for the benefit of the business community and society as a whole'.

This means that the IoD strives to make our country's leaders (in enterprise, public sector and non-profits) the very best that they can be. We recognise that, with the best leadership and corporate governance, profitable businesses and sustainable organisations can be a positive force in our communities and society - creating quality jobs, driving prosperity, and making our regions and nations better places to live and work.

We focus our activity in the following areas:

## 1) Personal and Professional Development

With nationally recognised qualifications, courses and CPD, e-learning / digital training (through our Digital Academy), and local provision in partnership with quality universities and training providers.

## 2) Membership Retention & acquisition

Retaining members and ensuring growth to remain an influential and empowering organisation for our membership.

## 3) Connectivity and engagement

By delivering interesting and inspiring events close to you, unique engagement opportunities with Policy-makers & successful, forward-thinking "regional" businesses, an expanding digital offering including a networking app and Digital Academy for professional development and the opportunity to benefit from peer to peer support and networking provided by the community of business leaders the IoD brings together in your area.

## 4) Policy, representation and campaigning

Representing our places and sectors, we influence at the very heart of national and regional government, bringing our members' voices directly to policy-makers.

We also recognise that many of our members lead SMEs, and do not have Policy or Campaigning teams, so we strive to educate and inform around key topics with a view to driving a collective understanding and mutual ambition around great leadership, governance and high quality sustainable business.

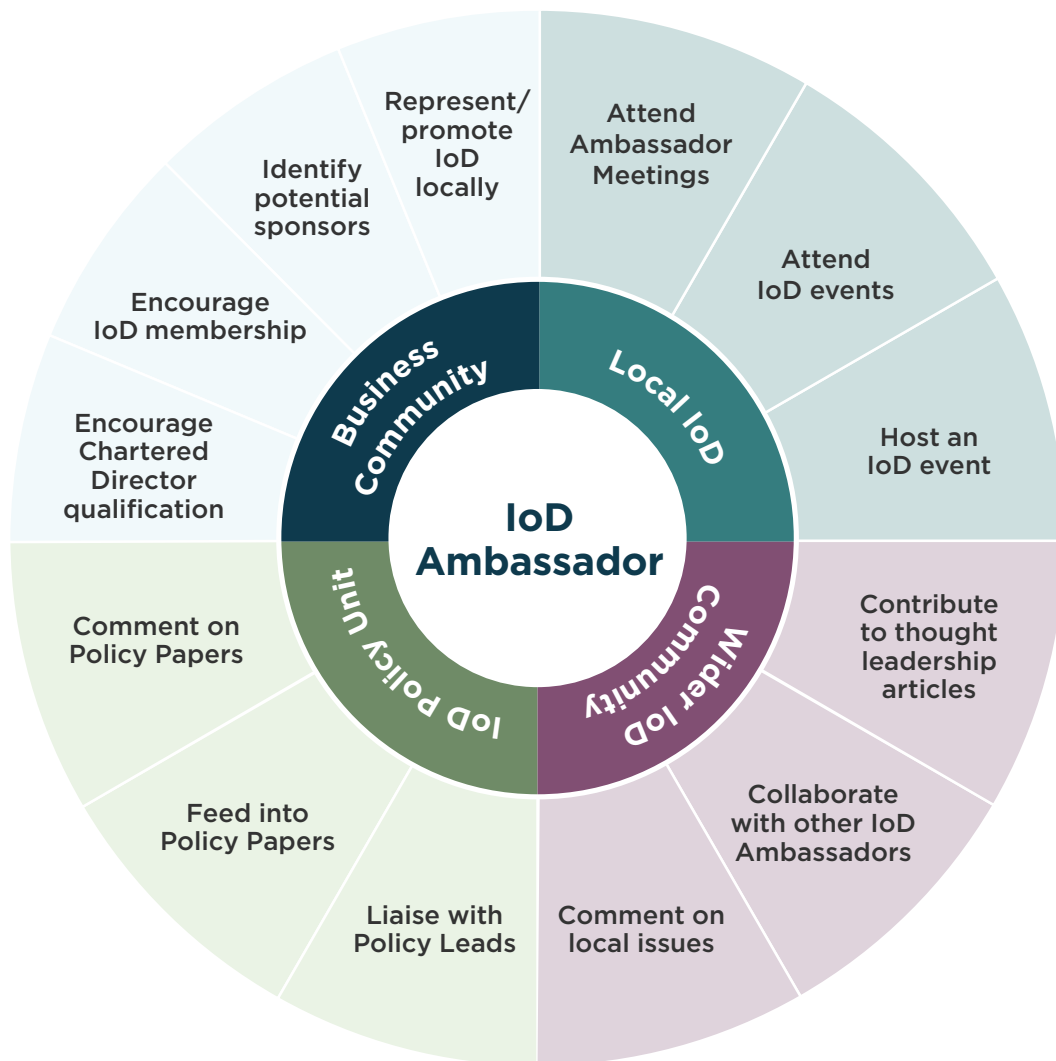
Lastly, we recognise that key campaigning issues such as Skills, Inclusivity and Mental Health can be complex. We aim to demystify them for our members, through awareness-raising and campaigning, whilst providing practical information and relevant tools to help benefit our members in these key areas.

## 5) Good governance & Leadership

We champion, support and encourage good governance across organisations of all shapes, sizes and sectors. In addition, we champion, support and encourage the growth and development of Leaders, their skills, mind-set and knowledge, aligned to the core Director Competencies outlined in our unique Competency Framework.

Our Ambassadors across the UK, and in Central Europe, work with us to ensure that members are engaged with their IoD and connected to each other; they are tapped into local and regional issues, and contribute to a programme of relevant, interesting and engaging events and activity to inspire members.

# Who do Ambassadors interact with?



**In Summary**  
IoD Ambassadors are the 'go to' people for their specific sector in their specific geography

# IoD Ambassador portfolios

An example template for all Ambassadorial group activity in Liverpool

Name	Priority area/sector	Relevant geography
Chair	Mandatory – Leadership and governance	
PR Officer	Mandatory – PR, media and marketing	
Membership Officer	Mandatory - Alln Membership needs and support	
Education and Skills Officer	Mandatory – Engagement with education and learners	
Ambassador 1	Digital and creative industries	Liverpool central
Ambassador 2	Professional and Financial services	Halton
Ambassador 3	Health and Life Sciences	St Helens
Ambassador 4	Environment-Low Carbon/renewables	Sefton
Ambassador 5	Social enterprise and third sector	Wirral
Ambassador 6	Visitor Economy	Knowsley
Ambassador 7	Diversity/Inclusivity	
Ambassador 8	Infrastructure	
Ambassador 9	CSR, Health and Wellbeing	
Ambassador 10	99/entrepreneurship/growth	
Ambassador 11	Manufacturing	
Ambassador 12	Education and Skills	
Examples of local roles specific to a geography may be:	Agriculture Economy HR/Recruitment Marine Military/defense	Cornwall, Kent etc





## Ambassadors Recognition and Reward Programme

### *Discount pathway*

- 40% discount on any IoD Professional Development course that is a full day or longer if you are a current active IoD Ambassador within your term of membership.
- Complimentary seat at the meeting for those “working” an IoD regional event (events that you have been actively involved in planning and delivering).
- Discounted rates at IoD National events
- Priority booking and selected discounts on IoD Regional events
- Invitations to speak at or attend more events due to your connections with the IoD
- Complimentary place at selected IoD meetings and events
- Open access to the IoD Policy Unit related to your speciality area
- On occasion you will be invited to join special interest working groups, as and when these opportunities arise, and when they fit your skillset or desire to be engaged
- Being an Ambassador should be enjoyable. It is a great way to meet new people, be part of the growth of the IoD, influence the growth of our economy, become a better director and have fun along the way
- Grow your network and develop new peer to peer relation

## What next?

If you wish to become an IoD Ambassador please email your local Chair via [branches@iod.com](mailto:branches@iod.com) outlining your business background, areas of expertise and which Ambassador portfolio interests you.

If you have any questions about the role please contact either your local Chair or Regional Director/Head of Regional Relationships, whose details can be found here: [www.iod.com/regions](http://www.iod.com/regions)

## Getting started

Please ensure you fill in or sign the following documents and send them to [branches@iod.com](mailto:branches@iod.com)

**Ambassadors Terms of Reference**  
[Download here](#)

**Declaration of interest.**  
[Download here](#)

**Data protection form.**  
[Download here](#)



## Institute of Directors

Contact our Regions and Branches team today to find out more about becoming an IoD Ambassador.

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[branches@iod.com](mailto:branches@iod.com)

[iod.com/regions](http://iod.com/regions)

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