IBM Champions: The journey to becoming an IBM Champion

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Agenda

Who are IBM Champions?
What’s the IBM Champions program?
Benefits of being an IBM Champion
How to nominate an IBM Champion
Path to IBM Champion
Your calls to action
Questions
IBM Champions are non-IBMers who provide content, leadership, and advocacy across tech communities and solutions. They educate, influence, and mentor to help others make the most of their investments in IBM offerings and programs.

They are selected annually for their contributions beyond their jobs over the previous year.
Who are IBM Champions?

2023 IBM Champions:
- **837 IBM Champions**
- 68% returning, 32% new

- Global (53 Countries)
- Experts across IBM technology areas
- Business partners, customers, academics, consultants
- Developers, practitioners, consultants, CXOs, managers, faculty, students, engineers, and architects
- Approximately 60% partners
The IBM Champions program recognizes and rewards the work top external advocates are doing and catalyzes ongoing contributions by providing engagement and opportunities.

The program provides benefits to IBM, customers, and community.
IBM Champions are selected for and catalyzed toward acts of advocacy

Let’s hear from our IBM Champions – what are some examples of YOUR activity and contributions?

- Community
- Content
- Events
- Feedback
- References
- Technical/developer
- Mentoring
IBM Champions Benefits

The IBM Champions program enhances visible technical eminence, builds connections among IBM Champions and with IBMers, and offers opportunities to increase and share expertise.

Logo merchandise & gear to wear and display

IBM-issued Digital credentials

- Invitations, discounts, and VIP perks for IBM events
- Visibility, recognition, and networking opportunities
- Exclusive access to and recognition across IBM communities
- Regular deep-dive briefings
- Engagement and curated content in newsletters, calls, and community
- Certification, training, and enablement opportunities
- Exclusive access to IBM roadmaps, announcements, product development teams
- Opportunities to connect for content, inspiration, support
IBM Champions Benefits

Let’s hear from our IBM Champions – what do you appreciate most about the program?

Recognition & access/connection to IBM

“Being an IBM Champion means a lot to me and my career. It recognizes the contributions I’ve made to IBM and grants me access to products and services I may have never known about otherwise.

For my company it means that I can access various parts of IBM to get answers or support when needed.”

Credentials & visibility with clients

“Being an IBM Champion has brought a distinction to my credentials as a longtime IBM Maximo consultant and advocate. The impact has been immeasurable as I interact with clients and pursue business solutions. Having the title of IBM Champion helps to assure new clients that they are working with the best in this area.”
## Program Benefits – what participants receive (WIP)

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<thead>
<tr>
<th>IBM Rising Champions Program</th>
<th>IBM Contributor</th>
<th>IBM Advocate</th>
<th>IBM Influencer</th>
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<td>Digital Recognition (newsletters, website, social media, IBM Slack channels, IBM TechXchange Community)</td>
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<td>Certification Tests – 1 free at Advocate, 1 free at Influencer, plus 5 free at Champions Level</td>
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* Subject to resource availability

= Given Priority

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The Advocacy Journey

Build eminence by increasing your advocacy and engagement.

CHAMPION

IBM Champions have achieved eminence by being recruited, nominated, and selected from those experts most active and eminent on the advocacy journey.

HAND RAISERS - ADVOCATES

Build eminence while providing feedback to improve the products, supporting the community, sharing your knowledge.

COMMUNITY

Grow your community engagement.
Take the next steps on the advocacy journey: completing acts of advocacy consistently or exceptionally, beyond the scope of your job.
Nominate for IBM Champions program

Nominations for the program:

- Describe BOTH expertise and community work or advocacy.
- What area is expertise in? What products do you/they work with?
- Share examples of activity beyond the scope of job over the last 12 months.

- Pre-requisite: be a member of the IBM TechXchange Community
- Get permission to nominate someone else! When you submit, nominee will be notified, and we may ask them to also submit additional information.
- Selection committees meet through the end of the year and the 2024 class of IBM Champions will be named in January.
The IBM Champions program selects nominees who have:

• Expertise and innovation with IBM products
• significant contributions in advocacy, community, content, feedback, or influence
• beyond the job
• over the previous 12 months

Contributions are typically reported across two or more of the following areas:

– Content Creation
– Community Support
– External Relations & Customer References
– Events
– Feedback & Technical Contributions
– Mentoring

Significant contributions are executed consistently, multiple times or for an extended time.
Consider this…

IBM Champions program is about individuals and their contributions – NOT about the company they work for.

Nominees should have activity beyond the scope of their job – even if it’s not “public” facing.

Let’s hear from our IBM Champions – what do you think is key in nominating or becoming an IBM Champion?
IBM Rising Champions Advocacy Badges

A pathway to become an IBM Champion!

Apply for a badge today.
Progressive opportunity over one year

- **IBM Contributor**
  - 2 activities
  - Provides substantial evidence of a path and progression towards more advocacy
  - Notified they have achieved “IBM Contributor” status and may collect their badge via Credly.
  - Notified that they need to increase their acts of advocacy to move to the next level

- **IBM Advocate**
  - 3 new (5 total) activities
  - Provides substantial evidence of a path and progression of consistent advocacy
  - Notified they have achieved “IBM Advocate” status and may collect their badge via Credly.
  - Notified about acts of advocacy they need to do to reach IBM Influencer level

- **IBM Influencer**
  - 3 new (8 total) activities
  - Provides substantial evidence of a path and progression of significant advocacy
  - Notified they have achieved “IBM Influencer” status and may collect their badge via Credly.
  - Notified they should continue, and they should nominate or have someone nominate them for the IBM Champions program (*no guarantees*)
Let’s hear from our IBM Champions – what else should folks know about the program?
Your calls to action

Nominations are open now through 27 November for the IBM Champions program – who will you nominate or share the program with? ibm.biz/ChampNom

IBM Rising Champions program is open all year for badging and onboarding.

Build connections with IBM Champions via IBM TechXchange Community.

Learn from the IBM Champions across communities and social media – connect with them on LinkedIn or other social, follow their contributions on blogs and community, and watch for their sessions at IBM TechXchange events, user groups, and elsewhere.

@IBMChampions and #IBMChampion

Use the QR code to visit the IBM Blog for more details and nominate someone you think would make a great addition to the IBM Champions program!
IBM Champions are:

• Technical leaders and experts
• Content creators
• Conference speakers
• User Group leaders / volunteers
• Trainers
• Mentors
• Sponsor users / advisors
• Researchers
• Code Contributors
• And much more

IBM Champions are experts, advocates, and thought leaders recognized for their contributions to content, feedback, community, and advocacy.

Need a pathway to the program? Rising Champions advocacy badges may be the answer.

Seeking nominations for IBM Champions Class of 2024!

Do you know an IBM technology advocate?

Nominate for the IBM Champions Program!

Nominations are open until November 27, 2023.

Use the QR code to visit the IBM Blog for more details and nominate someone you think would make a great addition to the IBM Champions program!
Learn more

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