

POSSIBLE MECHANISMS for each Benchmark or Success Driver**Attendance**

- Education on importance of - WHY from EC and MC and President (during New Member Orientation)
- Sending of MC Control Letters by MC Attendance Champion
- Acknowledge people for perfect attendance monthly
- Play the BNI Game
- Follow up phone calls by MC weekly - Is everything going OK? Is there anything we can help you with?
- Educate members on how/where to find a sub
- Implement the Passports Program
- Accurate tracking of lates and absences by VP/Membership Committee (CRITICAL to Chapter Success)
- Email or Handout MC Reports to Members Monthly
- Bring Your Sub Day

One-to-One's

- Education on the importance of the GAINS Exchange: the most powerful and yet most under utilised tool in BNI today.
- Presidents to emphasize the value of One-to-Ones in NEW MEMBER ORIENTATION
- Use of TYFCB slips to track results weekly
- Acknowledge people for most One-to-One's monthly
- Promote advanced training on powerful One-to-Ones available from your BNI Director
- Have a One-to-One Contest
- Play the BNI Game
- Implement the Passports Program
- Business Card Swap - Do a One-to-One, then deliver each other's Referral Request the following week

CEUs

- Promote availability of training (When and Where) via email, flyers, announcements & testimonials
- Attend MSP within 60 days of Membership
- Encourage existing members to attend MSP, especially HOSTING a member they sponsored
- Education around the value or training by EC's and MC's
- N/A
- Create a chapter library with educational resources & encourage members to use it. Encourage members to logon and review what's available at www.bnilearning.com.au
- Play the BNI Game
- Acknowledge members attending trainings through monthly recognition
- Acknowledge monthly leaders (Visitors, Referrals, One-to-One's etc) with access to trainings paid by Chapter.
- Implement the Passports Program
- Encourage ALL members to attend Leadership Team Training

Visitors per Month

- Treating every week as visitors' day with members bringing guests weekly
- Encourage members to attend non BNI networking events to expand their networks
- Education around the importance of visitors and 100% participation from members in inviting visitors
- Education around Identifying and Inviting Visitors by EC and MC
- Education around the benefits of creating strong collaborative relationships with members that provide non-competing services to the same clients
- Visitors Days (liaise with your BNI Director)
- Stack Days
- Post Card Program (liaise with your BNI Director)
- Bring your Sub, Best Supplier, Best Client
- Double your chapter day
- Create and promote a chapter Most Wanted List
- Create Business Specialty tent cards for Chapter Meeting and leave empty seats
- Acknowledge members that bring the most Visitors monthly
- Play the BNI Game
- Implement the Passports Program
- Email or Handout MC Reports to Members Monthly
- Providing members resources on how to invite visitors
- Meeting announcement to local newspapers promoting chapter
- Chapter participate in local Trade Show to promote Chapter (liaise with local BNI Director)

Memberships per Month



Success Mechanisms

- Hit Visitors per Month Goal above
- Run an exceptional meeting each week with LT members executing their roles flawlessly.
- Make sure the Chapter always remains focused on its Mission
- Execute at least 2 Invitations during the meeting for guests to participate in a Visitor Orientation immediately following the meeting
- VH early to meeting to greet and welcome guests
- VH run a PROPER Visitor Orientation after meeting
- VH call guests after meeting (What did you like best? Any questions? Inviting again, stating Visitors are allowed 2 visits)
- VH scans and emails visitor sign in sheet weekly
- Chapter Passport Program (Supports member retention through a more rapid engagement in the Chapter)
- MC implement 3-6-9 Month Member Review Process, to ensure appropriate participation levels and renewal.
- Implement the Referral Thank You Program
- Assure MC is interviewing (using the MC Interview Guide) and attracting HIGH PERFORMING MEMBERS

of Members in Chapter

- A Professional meeting experience with regular visitors is what's required for the Chapter to thrive and grow.

of Referrals Per Month

- Driven by number of members in chapter (Double Chapter Size - Triple Referrals) - 30-40 Member chapters should pass 1.5 referrals/member/week while 40-50 member chapters should pass 2 referrals/member/week on average
- Education by EC, MC on Relationship Building Skills and PROACTIVE Referral Generation
- Promote Director Led Training Workshops (Referrals, One-to-Ones, Weekly Presentations, 10 Minute Presentations) as all topics positively impact referral generation
- Acknowledge members that bring the most referrals monthly
- Have the members that pass the most referrals do an educational moment on How they do it.
- Play the BNI Game
- Schedule a chapter social event to promote and foster relationships
- Create a Preferred Provider List
- Implement the Passports Program
- Email or Handout MC Reports to Members Monthly
- Providing educational videos on Referral Generation to members from bnibusinessbuilder.com
- Promote/Educate on the value of 100% Attendance, specific weekly presentations, 10 Minute Presentations that ask for referrals, Gains Exchange, One-to-Ones, etc...

Revenues Generated

- Send a reminder to all members to add their Referral Thank You's into connect mobile
- Educate and Inspire members to participate in the tracking of Revenues Generated
- Post your Revenues Generated weekly/monthly for all members & guests to see
- MC comment on Revenues Generated in weekly MC Report including a Revenue per Seat figure (say over past 12 months)
- Play the BNI Game
- Acknowledge members passing most \$TYFCB monthly

- ◆ **Communicate Goals/Vision to Chapter Members Frequently**
- ◆ **Provide Chapters GOALS to New Members at NEW MEMBER ORIENTATION**
- ◆ **Your LT should Lead by Example on all Metrics**
- ◆ **Are the Presentation slides in the correct order according to BNI Agenda**
- ◆ **REMEMBER TO HAVE LOTS OF FUN - MEETING STIMULANTS EVERY 6-8 WEEKS**