POSSIBLE GOAL 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
* F/U Phone calls by MC weekly - Is everything OK?
* Educate members on how/where to find a sub
* Implement the Mentoring Program
* Accurate tracking of lates and absents by VP (Strict Adherence)
* Email or Handout VP Reports to Members Monthly
* Bring Your Sub Day

# 1 to 1's

* Education on Importance of - Why & How (GAINS) from EC and MC (Relationship between referrals & 1:1's)
* Presidents a Stress value of 1:1's in NEW MEMBER ORIENTATION
* Use of Dance Card Thank You Slips to track results weekly
* Acknowledge people for MOST 1:1's monthly
* Promote Advanced Training Module regarding 1:1's
* Have a 1:1 Contest
* Play the BNI Game
* Implement the Mentoring Program
* Business Card Swap - Execute 1:1, then deliver each others intromercials the following week

# CEU's

* Promote availability of training (When and Where) via email, flyers, announcements & testimonials
* Attend MSP within 30 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
* Use of the CEU Tracking Slip
* Create a chapter library with educational Books and CD's & encourage members to use it
* Play the BNI Game
* Acknowledge members attending trainings through monthly recognition
* Acknowledge monthly leaders (Guests, Referrals, 1:1's etc) with Scholarships to trainings(Paid by chapter kitty)
* Implement the Mentoring 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 Power Teams and Power Team Program Implementation
* Visitors Days (Interface with Director)
* Stack Days
* Post Card Program (Interface with Director)
* Bring your \_\_\_\_\_\_\_\_\_\_ Day Sub, Best Vendor, Best Client
* Double your chapter day
* Create and Promote a chapter Most Wanted List
* Create Industry tent cards for Chapter Meeting and leave empty seats
* Acknowledge members that bring the most guests monthly
* Play the BNI Game
* Implement the Mentoring Program
* Email or Handout VP Reports to Members Monthly
* Handout CD's regarding Inviting Guests to members
* Meeting announcement to local newspapers promoting chapter
* Chapter participate in local Trade Show to promote Chapter (Interface with Director)
* Purchase a Chapter Website via the www.BNIWCF.com site Chapter Tool Box Interface w/ Director

# Memberships per Month

* Hit Visitors per Month Goal above
* Run an exceptional meeting each week with LT members executing their roles flawlessly
* 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? Come on back next week for a 2nd visit)
* VH Fax Visitor sign in sheet weekly
* Chapter Mentoring Program (Supports member retention in terms of renewals)
* MC implement 3-9 Month Member Review Process Performance Reviews (regarding renewals)
* Implement the Referral Thank You Program
* Assure MC is interviewing (using the MC Interview Guide) and attracting HIGH LEVEL PLAYERS

# # of Members in Chapter

* Execute effectively on Visitors per month and Memberships per Month above and it will all take care of itself.

# # of Referrals Per Month

* Driven by amount 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 regional and run after chapter Advanced Training Workshops/Classes (Referrals, Dance Cards, Intromercials, 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 to promote and foster relationships
* Create a Preferred Provider List
* Implement the Mentoring Program
* Email or Handout VP Reports to Members Monthly
* Handout educational CD's regarding Referral Generation to members from the chapter library
* Promote/Educate on the value of 100% Attendance, Good Intromercials,10 Minute Presentations, 1:1's etc

# Revenues Generated

* Implement the Referral Thank You Program
* Educate and Inspire members to participate in the tracking of Revenues Generated
* Post your Revenues Generated weekly/monthly for all members & guests to see
* VP comment on Revenues Generated in weekly VP Report including € Revenues per Seat a figures
* Play the BNI Game
* Acknowledge members passing most $'s and Units monthly

# Tips

* 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
* Remember TO HAVE LOT's OF FUN - MEETING STIMULANTS EVERY 6-8 WEEKS