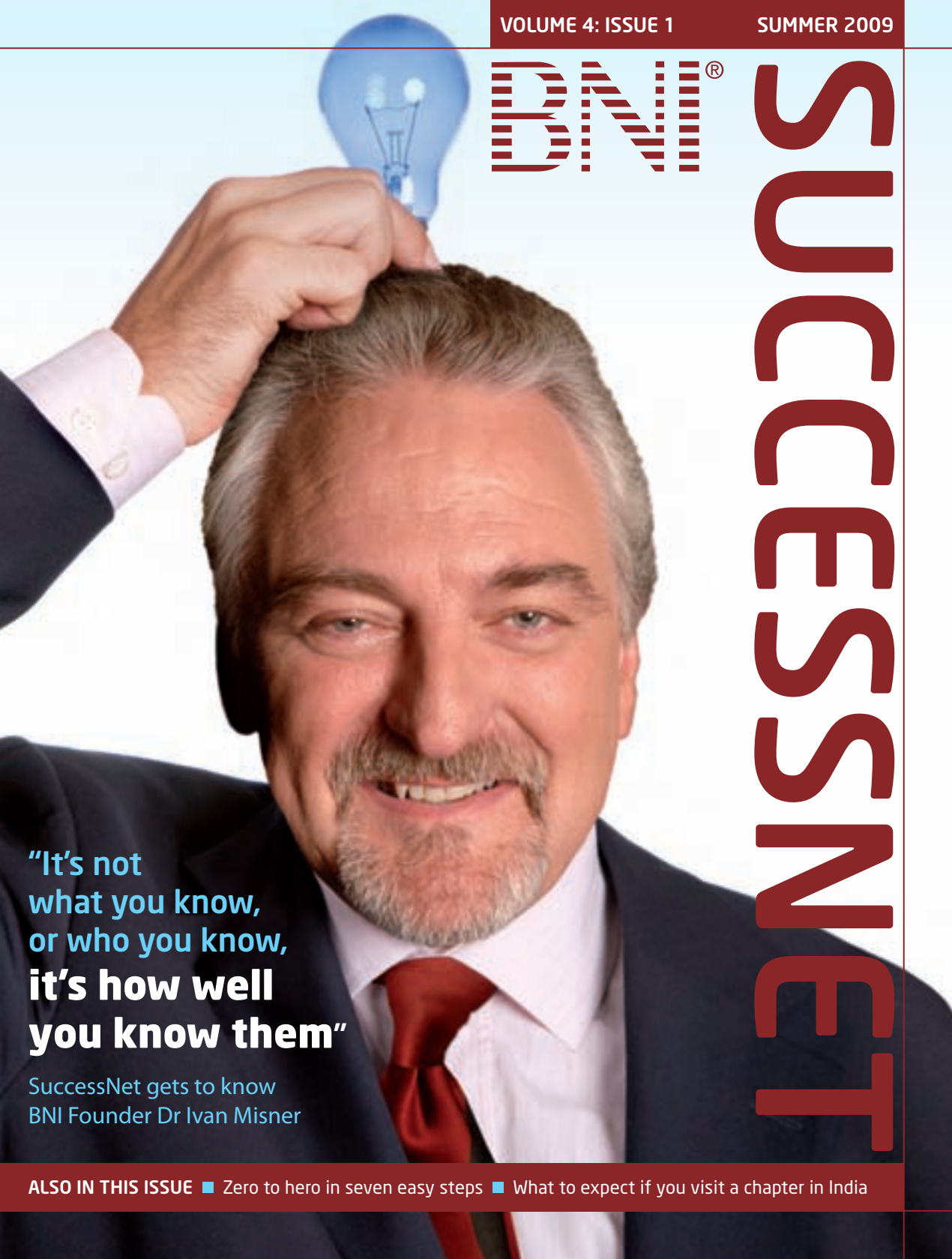


BNI®

SUCCESSNET



**"It's not
what you know,
or who you know,
it's how well
you know them"**

SuccessNet gets to know
BNI Founder Dr Ivan Misner

ALSO IN THIS ISSUE ■ Zero to hero in seven easy steps ■ What to expect if you visit a chapter in India



Welcome to the new style SuccessNet



The production team aims to build on the magazine's long heritage of inspiring stories, great ideas and training themes with a dynamic new look and a variety of regular features. We're honoured to launch our *Network Leaders* feature with BNI's founder, Dr Ivan Misner, whose advice and insight will help keep us all on the winning track.

Also inside, you'll find some uplifting stories about the greatest referrals some of our members have received. Read, digest, and be inspired to get out there and clinch that mega-referral for a trusted BNI colleague (and when the cheque is cashed, don't forget to tell us how it all happened)!

As we hear every week in our meetings, BNI is a global organisation – the largest of its kind in the world. We felt it made sense therefore to focus on the work of BNI chapters in other countries – starting with the dramatic rise of BNI India in this relaunch issue.

Like what you see in this edition? Got a gripe or concern? Get your thoughts down on paper or email and send them to the SuccessNet office. We'll publish a selection on our *Get in Touch* pages and if we pick yours as the *Star Letter*, you'll win an iPod Shuffle. So get writing today!

Enjoy,

Charlie Lawson and Tim Cook - National Directors, BNI UK & Ireland

Introducing BNI's new National Directors, Tim Cook and Charlie Lawson

As you may know, in April Martin and Gillian Lawson decided that after nearly 13 years of leadership at National Office, they were ready to step down and take some well-earned R&R.

They handed the reins to Tim and Charlie who (with years of BNI experience already under their belts) have hit the ground running. They've already been travelling across the country, working with chapters, meeting members and listening to their views and ideas. SuccessNet wishes Tim and Charlie an enjoyable, exciting and fulfilling time ahead as BNI and its members continue to grow and flourish.

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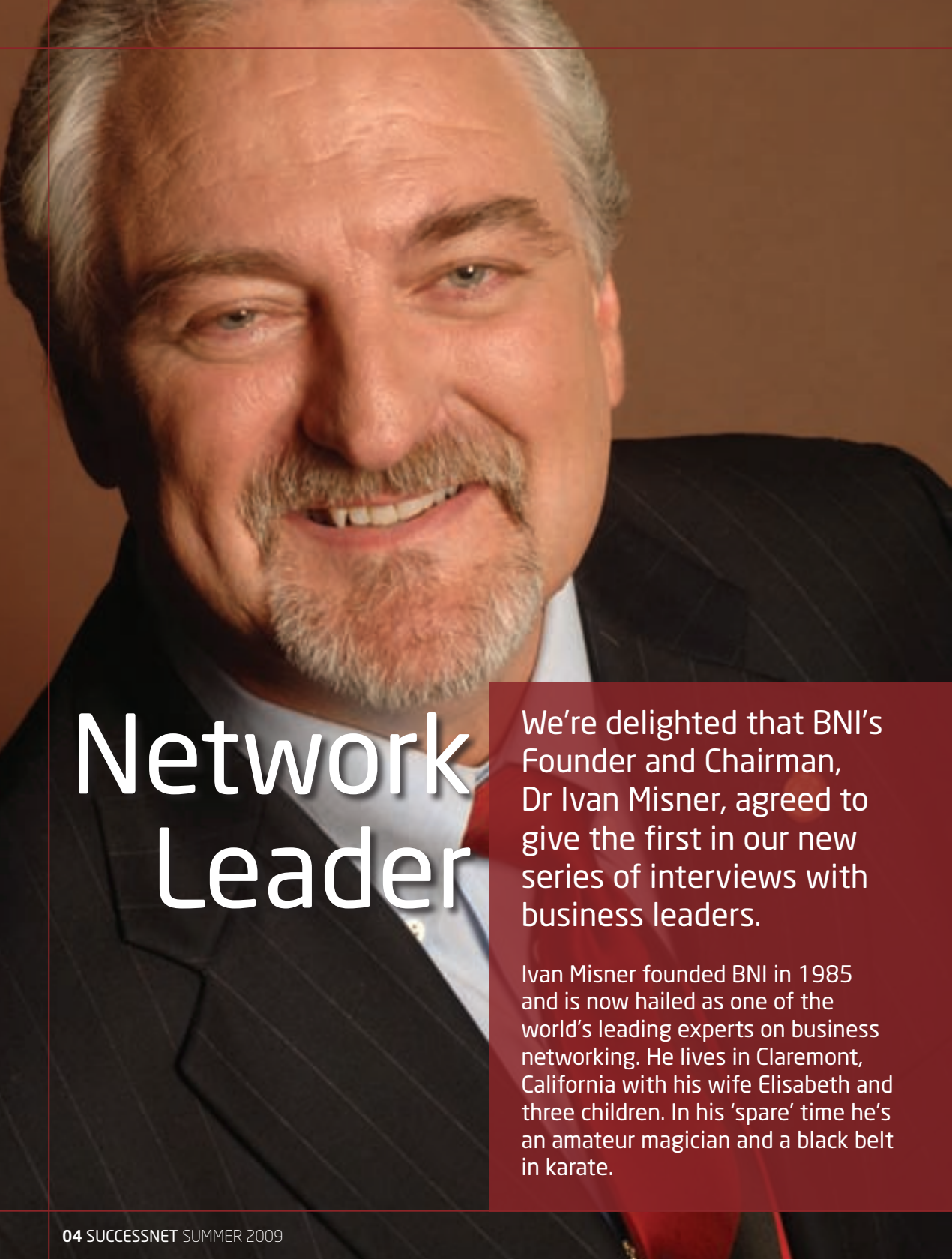
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A close-up portrait of Dr. Ivan Misner, a middle-aged man with grey hair, a mustache, and a goatee, smiling. He is wearing a dark pinstripe suit jacket over a light blue shirt and a red tie. The background is a solid brown color.

Network Leader

We're delighted that BNI's Founder and Chairman, Dr Ivan Misner, agreed to give the first in our new series of interviews with business leaders.

Ivan Misner founded BNI in 1985 and is now hailed as one of the world's leading experts on business networking. He lives in Claremont, California with his wife Elisabeth and three children. In his 'spare' time he's an amateur magician and a black belt in karate.

Tell us what inspired you to create BNI...

I'd like to tell you that I had a big vision of a global organisation, but in truth I was simply looking for referrals for my consultancy practice and for fellow business people who I liked and trusted – and who liked and trusted me in return. My vision was setting up just the one group! I quickly found that people loved the whole idea of helping each other's businesses – and it worked. After a week or two someone came who couldn't join without conflicting with another member's business, so we set up another chapter, and another... In the first year we opened 20 chapters. That marker was a kind of epiphany for me: I realised that maybe this organisation could work nationally – maybe even internationally.

How would you describe the key feature of a master networker?

Back in 1985 I might have said 'business experience' or 'professional training', but now I know better. Many elements go to make up a great networker, but the essential ingredient is attitude. Of course, you need skills too – but skills can be taught. If you don't have a positive and supportive attitude, all the skills in the world won't make you a master networker.

What's the greatest referral you ever had?

Well I guess I'd have to say 'being introduced to my wife!' But in terms of business, it would be the referral I was given for a speaking engagement with a global coaching organisation. It was at that event I met the motivational

speaker and author, Jack Canfield (co-creator of the Chicken Soup for the Soul series). He invited me to join the Transformational Leadership Council and that led to meetings and friendships with many key business leaders including Sir Richard Branson. That one referral still keeps on growing and giving.



What do you say to those who find the idea of 'refusing to participate in a recession' hard to accept?

Clearly, national and world economies go through good times and bad. Recessions come around cyclically – and they'll continue to do so. It was during the last recession that one particular real estate guy inspired me to start making the 'I refuse to participate in a recession' badges. Against the backdrop of everyone else's doom and gloom, he was totally upbeat. He was having his best year in 15 years of trading! His secret? Instead of listening to the gloom-mongers, he looked to see what opportunities the recession offered. He showed investors and first-time buyers that this was the perfect time to buy real estate at lowest prices. They got great deals and his business thrived. He kept a 'refuse to participate' token in his pocket and kept it with him, to remind him if his focus wavered. So that's why I made the badge: it's not a platitude, it's an attitude. You can't change the economy, but you can change your response to it. Expect failure and it happens. Look for opportunities and you'll find success.

In the busy working week it's easy to forget that BNI doesn't begin and end with our own chapters. How can we make better use of BNI's global community?

Not everyone can get to BNI's international conferences, but there are plenty of valuable opportunities for members to widen their connections. I'd urge members to join Ecademy (which has a large BNI community) and other online networks such as LinkedIn, XING and BNI Yahoo.

What new BNI developments might we see in the next few years?

In fact this answer follows on from the previous one as we're preparing to launch BNI Connect. This powerful new system integrates core technologies with our existing worldwide structure. It'll provide sophisticated online support, education and a social network connecting all 117,000 members and their chapters across the globe. At its core, BNI will remain a face-to-face organisation, but BNI Connect will open up the global community to every member for the first time. It's a great chance for BNI to truly 'change the way the world does business'. Our exciting new system will be up and running by the end of 2009, but I recommend you get a head start and take a look at www.bniconnect.com right now!

What barriers prevent members from getting the best out of their BNI membership?

I'd say that the major barrier is refusing or failing to engage in the process. Chapters whose members immerse and engage in a culture of learning are the most successful. The benefits they enjoy are many and varied: 'more business' is the obvious one, but there are so many others, like learning to speak confidently in public and making lifetime friendships (I even met my wife at BNI – how's that for a benefit!). But to reap the greatest benefits from BNI, you absolutely have to be willing and ready to learn.

CHAPTER AND VERSE

WHAT'S NEW AND HAPPENING IN CHAPTERS THROUGHOUT THE UK AND IRELAND

A CENTRAL RESOURCE

About this time last year, Ian Wright received a call from local BNI Director Jason Smith. Jason had a visitor in his office – a Surrey property investor called Mike Waller of Mike Waller Projects Ltd, who had travelled up to the Midlands to view some properties.

As a member of BNI Mole Valley in Leatherhead, Mike had checked out Network Central, the business register that gives every member the opportunity to advertise to BNI members across the nation. Mike therefore had a list of BNI members local to his target properties who he believed would be able to help him. Mike checked out his list of contacts with Jason and now wanted to speak to Ian with regard to preparing his new properties for sale.

With their shared understanding of BNI-style professional practice, Mike and Ian soon found they had much to offer each other's organisations. Ian now handles a number of refurbishments on Mike's properties in the Midlands and there are more projects in the pipeline. In partnership with another member, Ian has also set up meetings with BNI contacts in Germany who need Mike's help. A further joint project between Mike's and Ian's companies will potentially lead to more than £500,000 worth of business for BNI members in the Midlands.

Mike Waller: mike@mikewallerprojects.co.uk

Want to get your business on Network Central?
Visit www.bni-europe/networkcentral



Ian says "I can't stress enough how important it is for members to make the most of every aspect of their BNI membership. Network Central is a free service and just waiting to be used. It allows you to expand your market place and network with quality businesses across the country."

GREEN LIGHT FOR SUCCESS

On 5 June 2009, Enterprise Exchange Chapter (Braintree) celebrated its 10th anniversary and a promotion to second place in the national Traffic Light Performance Tables.

Yet the story wasn't always so upbeat. Their current success represents a great turnaround for a chapter that not so long ago was underachieving and starting to dwindle.

John Rawnsley (then Chapter Director) and his team decided that it was time to ditch complacency and opt for positive change. The challenges they faced affect most chapters from time to time: issues such as policy slippage, loose goals and members who fail to take ownership of the chapter – or who regard it as a social club rather than a business generator.

With the help and support of AD Sarah Sangster, the subsequent team comprising Paul Gardener, Peter Evans and Stephen Woodard have maintained the upward momentum, growing the chapter and increasing the number of quality referrals by 300%.

Lisa Potter (one of Braintree BNI's longstanding members) comments, "It was great to be at a recent training event where other chapters looked to us for inspiration. Until then it was always us who needed the help! We now have 39 members, visitors every week and a thriving atmosphere whilst maintaining a friendly chapter in which members and visitors alike feel comfortable and do the business."

Lisa Potter: lisa@lambert-chapman.co.uk



WOW! NOW THAT'S WE CALL A MEMBERS DAY

It might have been a grey May day, but this year's Yorkshire Members' Day was definitely a sparkling event! More than 500 members and visitors from Yorkshire and across the UK flocked to the spectacular Magna exhibition centre at Rotherham to listen, network and exchange business.

"A world-class event"
Amy Keen, Ilkley More Chapter



Spearheaded by BNI Director Niri Patel, an excellent team produced an inspiring and exciting event with a line-up of celebrated international speakers. They heard from Geoff Liberman, Europe's Number One Earner in network marketing; Thomas and Penny Power, founders of online networking community Ecademy and keen BNI advocates; the exceptional Andy Bounds, 2009 Sales Trainer of the Year and Allan Pease, best-selling author, body language specialist and the guy who unlocked the mysteries of The Nothing Room!

The networking sessions buzzed with activity as new business relationships began and hundreds of referrals changed hands. Even the food was fantastic – an impressive achievement for such a large and ambitious crowd!

As well as the chance to learn more and refine your business skills, BNI Members' Days are an excellent opportunity to get together with like-minded givers from well beyond your local territory. And just as at Magna, some amazing business deals are begun (and even sealed) on the day.

Why not try out the following great Members' Days:

Ireland South & West - 16th October 2009
office@bni.ie 00353 9490 21553

Kent, Surrey, Essex, London SE - 16th October 2009
tim@bnioffice.com 01227 728 027

London NW & Home Counties - 23rd October 2009
bniuk@eurobni.com 01923 891 999

Midlands - 20th November 2009
jason@bnimidlands.co.uk 0845 389 0670

Yorkshire - 10th June 2010
niri@joinbni.com 0113 287 7704

POSTIVE ATTITUDE SAVES JOB

Achievers (Wigan) member Paul Williams knows at first-hand that the business-building power of BNI extends well beyond great referrals.

His company directors recently advised him that the effects of the economic downturn meant that Paul would need to make two of his staff redundant in the next week. He was devastated. He had personally recruited every member of his team and the thought of making any of them redundant appalled him. He decided to do everything possible to prevent the job losses.

He had recently attended a training event led by BNI Director Mike Holman, which inspired him to infuse a positive BNI mentality into his company. Paul brought his team together and told them about the proposed redundancies. Then he offered them the opportunity to take a very different road: they could join him in refusing to participate in a recession and instead look for new ways of improving the long-term wellbeing of the business. On a whiteboard he wrote "IN THE NORTH-WEST OFFICE WE REFUSE TO PARTICIPATE IN THE ECONOMIC DOWNTURN." and invited each team member to sign their name underneath it. Then the team sent out an email to all 20 staff members across the company, giving them the chance to join their pact.

The response was astounding. Within just one week, the company's finances had recovered sufficiently to rule out the proposed redundancies. Each member of staff had actively sought out opportunities for new business and the company enjoyed its best week in months. Four weeks later, they had generated more business than in any other four-week period in the previous two years.

Paul was justifiably delighted. He says, "*Times might be tough but the business is out there. The BNI mentality allowed me to motivate my team to reject the media's doom and gloom and actively create new business. There's no hard sell – every member of staff just keeps their ear to the ground and recommends goods and services that genuinely help clients. It's working brilliantly. Were it not for BNI, at least one of my team would be out of work. For me, that alone is worth the subscription!*"

Paul Williams:
p.williams@rwcommunications.co.uk

IRELAND'S HOTTEST TEAM

Thinking of a social event for your chapter? You may think of a barbecue – but maybe not barbecuing your feet! Yet that's exactly what Cork City Chapter thought of when they decided to organise a fire walk as a social night out and team building event for members and guests.

Hosted by Brian Moore of Peak Potential, the team building event encouraged participants to break through their own limits and overcome the fear factor.

Under Brian's tuition, members and guests stepped up to take on a range of challenging tasks. Ruth Gaffney of New Ireland Insurance broke a thick slab of wood using only her bare hand, willpower and a well-aimed karate chop!

Other members walked toward walls with a steel-tipped arrow placed against the throat, exerting pressure until the arrow snapped. The highlight of the night saw each member completing a barefoot walk across a seven metre long pit of wood embers burning at a scorching 800°C.

The chapter's Ciara Feely said that the event had proved to be a powerful team-building exercise. She commented, "We boosted each other's confidence to the point where we could all face the fire walk. It brought everyone together and enabled us all to prove our mettle."

The team itself emerged unscathed, elated at their achievements and with a reinforced sense of unity and purpose.

After karate skills, steel rod bending and fire walking, generating business for each other should present the Cork City members with no problem at all!

Brian Moore: brian@peakpotential.ie

EVERYTHING I DO...

Liverpool-based Ph. Creative was invited to present its intelligent marketing approach to website development in a seminar at New York University. Naturally, Bryan Adams and his Liverpool Premier Chapter colleague Wayne Lester of telecoms specialist Lake were eager to make the best possible use of this exciting trip. Bryan arranged for a New York business contact to generate client meetings following the presentation.

The seminar went well, but there was trouble ahead. Most of the follow-up appointments made were inappropriate and for Bryan and Wayne, six empty, profit-munching days in Manhattan loomed.

Then Bryan had an idea. They might be in a foreign land and know no-one, but he suddenly realised that he and Wayne were by no means alone. With its 43 chapters, Manhattan was a great place to touch base with fellow BNI members! Bryan turned to BNI Directors Frank de Raffe and Todd Hallinger, who put him in touch with several local chapters.

Bryan went along to a regular meeting of Manhattan 07 Chapter and was amazed to meet at the door... Bryan Adams – their Education Coordinator! The American Bryan and his chapter colleagues gave his UK namesake a fabulous welcome and set about finding out how they could help their guest. Very soon, the chapter had arranged a string of new opportunities for Ph. Creative to showcase products and build new relationships in the New York region. One member even offered his own office as a base for their meetings and negotiations that week.

Three US chapter meetings later, Bryan and Wayne had fulfilled all three of their key objectives for the week, with new clients, a US agent and a New York office to boot!

Bryan is overwhelmed at the way the BNI community turned the trip around for Ph. Creative. He said, "The week could have been a complete disaster. Instead, it was a massive success – and it's 100% down to the amazing power of BNI. The warmth and generosity shown to us at the New York chapters was incredible – we immediately felt that we were among friends who genuinely wanted to help. I always valued my BNI membership but never imagined just how big a difference this remarkable network can make."

Bryan Adams:
bryan@ph-creative.com





GRAND REWARDS

Hogarth Chapter in Chiswick is one of the first in the country to get its hands on the £1,000 power team drive prize!

At 20 members, the chapter knew it had room for improvement, so when BNI Director Dinah Liversidge presented the Power Team Drive at their regular meeting, it got them thinking.

It was the maths that convinced the chapter to take action: a chapter of 40 members passes up to five times more business than one of 20. In addition, the opportunity to win £1,000 for further chapter development sounded very attractive! The Power Teams got ready for action.

The chapter planned a special day which they deemed a Business Development Day, rather than a Visitor Day. After all, the objective of the whole exercise was to grow business. Two Events Coordinators were appointed, one long-serving member and one new one, allowing experience and knowledge to combine with fresh ideas. Power Team members buddied up in pairs to help each other develop visitor lists and make calls.

The outcome was a splendid 91 visitors and 10 completed applications with eight new members accepted on the day. The Financial and Commercial team and the Health and Wellbeing team did particularly well, growing instantly by three members each.

Chapter Director Alan Macdonald notes that several weeks later they are still converting new members. He says, "Everyone bought in to the Power Team Drive – and that was crucial. The English are typically reticent about signing up 'on the day' so post-event effort is essential to follow up and maintain the momentum." He adds, "The rest is simple really: if the process is followed accurately and executed with belief, common sense and commitment, it works!"

Alan Macdonald: alan@ukms.biz

MOST WANTED

Sheffield's Olympians Chapter uses the power team concept so effectively that they're now one of the UK's most successful chapters.

It all began with a strong power team known affectionately as the Wedding Mafia and one of their members, Katy Thomson of Serendipity Photography, who was due to present her Ten Minutes. The Wedding Mafia – otherwise known as the White power team (Events and Leisure) – got together to invite their 'Most Wanted' visitors to attend on that day.

The idea was a huge success. 11 visitors arrived on the day and of that number five signed on the dotted line and joined the chapter.

The members lost no time in harnessing this compelling strategy on a regular basis. Now, every fourth meeting in the month is a Power Team Day, when Olympian members invite visitors who could add value to the Ten Minute speaker's team.

Current Chapter Director Valerie Monti Holland says, "Katy's approach to chapter building was brilliantly productive. It gives a clear focus for the power teams and gets them working together to identify the gaps they need to fill. Everyone wins: it's great for visitors who see the real value of BNI more readily and of course it brings lots of new opportunities for the existing team members. Since we've started the Power Team Days, we've met or exceeded our visitor target every month."

Indeed the chapter's statistics speak for themselves, scoring high on rates for visitors, conversion, referrals and retention. Why not try out a little Olympian gold to power up your chapter?

No doubt there are other fantastic strategies being used out there to build chapters and, most importantly, to bring in more business for members. If your chapter has an idea to share, we'd like to spread the word! Ed.

Katy Thomson: katythomson@serendipityphotography.co.uk

Valerie Monti Holland: valmonti@yahoo.com



By Richard Smith rich@richsmithillustration.com

From: Darren Roberts

To: Greg Oxenham

Referral: Mortgage protection scheme

Value: £23,000

Greg Oxenham believes that variety in 60 second presentations is essential to keep fellow members on their toes. In fact, it's recently brought him his best-ever referral!

He realised that people easily 'tune out' if they hear the same presentation week after week. What's more, talking about the different aspects of his business all at once risked leaving them with only a vague or confused picture of the business he was looking for.

Greg, the mortgage broker in Cardiff's Quinell Chapter, began a planned programme of 60 second slots, looking at just one of his products and services each week. By the sixth week he was telling his BNI colleagues about how mortgages could be repaid if a director or business partner falls ill.

“With a referral value of over £23,000, this job represents the largest single case I've ever written and it wouldn't have happened without BNI”

This particular presentation struck a chord with Darren Roberts from Rainbow Print Wales. Only days before he had been working on plans for new protection contracts. If Greg hadn't touched on this very topic, Darren almost certainly wouldn't have thought of discussing the subject with him.

A meeting was arranged and Greg was able to help Darren's company with a quality solution and cost savings too.

Greg says, "With a referral value of over £23,000, this job represents the largest single case I've ever written and it wouldn't have happened without BNI!" He adds, "It also taught me some valuable lessons. Vary your 60 seconds. Aim for clarity – don't confuse your listeners. And try to illustrate what you say with examples: Darren heard me say something different that grabbed his attention and led directly to this fantastic outcome."

Greg Oxenham: greg@mortgageid.co.uk

The greatest referral I ever had...

Emergency response

A swift response to an urgent call from Hereford & Worcester Fire & Rescue Service has so far earned promotional goods supplier Neil Bettridge almost £100,000 worth of business.

Neil (who runs Worcester-based Amros Promotional Products) received the referral from Worcester BNI stationer, Simon Hodgetts. He lost no time in following up this great opportunity on the way home from his weekly BNI meeting.

"The brigade needed some promotional goods for an event at short notice," recalled Neil, "They asked me to supply a quote for a range of products. Within an hour I was at the Service HQ talking through the details. By the time I arrived back at the office I'd received two faxes - one for an initial order worth £1,500 for 1,000 key rings and carrier bags, and another for £23,000 of goods."

That was in June 2007. Since then, contracts worth a total of £100,000 from Hereford & Worcester Fire & Rescue Service have continued to roll in for a variety of branded goods including T-shirts, fridge magnets, rucksacks and sports drink bottles.

Neil has no doubt that his willingness to respond immediately helped win the initial contract and has secured future business: "Simon gave me a solid gold referral to a valued and valuable client. They know I'll never let them down."

The moral of Neil's story? A good referral demands a swift call to action!

Neil Bettridge:
sales@amrospromotionalproducts.com

SuccessNet would like to hear about the greatest referrals you have ever received. This issue we learn about three members whose greatest referrals totalled a staggering £273,000...

From: Peter Major

To: Jason Moir

Referral: Existing client has a potential requirement for ongoing litho print work

Value: £150,000

Peter Major of Aberdeen Alpha Chapter is still smiling after presenting fellow member Jason Moir with an outstanding referral worth £150,000.

As so often happens, this great opportunity arose from a 1-1 meeting between the two members. Peter, of West End Business Systems and Jason from printers XIC, were enjoying the chance to discuss their businesses together in greater depth. It suddenly occurred to Peter that one of his valued and longstanding clients could benefit from XIC's services. Peter knew that his client already made extensive use of a litho printer, but asked Jason if he'd be interested in bidding for the business. Jason jumped at the chance!

As a supplier of many years, Peter knew that he had his client's trust. When he commended Jason's business to them they were happy to make an appointment to discuss their needs. Very soon, Jason had secured a huge order and the potential for ongoing business.

“Never underestimate the tremendous potential of 1-1s. If it hadn't been for our 1-1 and the general conversation it gave time for, this idea may not have popped into my mind.”

"I'm so excited about it – it's almost better than winning the business myself," says Peter. "I'd asked my client if Jason was right for them and they said they were delighted with all he had done. He was a true professional and was set to make them massive savings on their annual spend."

Jason is naturally delighted too. "At first I thought the referral might total £70,000," he recalls, "Then I saw that it was going to be a massive £150,000 over the first year. It's definitely the best referral I've ever had!"

In fact, this one referral generated business for two further chapter members giving a current total value of around £174,000.

Peter Major: petermajor@westend.uk.com

From: Simon Hodgetts

To: Neil Bettridge

Referral: Promotional goods for Hereford and Worcester Fire & Rescue Service

Value: £100,000



Training: why bother?

Iain Whyte, Executive Director for BNI Scotland South & East, suggests that BNI training is a powerful tool in your business success kit

For some people training can be an emotive topic, while others couldn't care one way or another. Whatever your thoughts, let's just look at why training might actually be a powerful and attractive option to consider.

If you ever needed surgery, how would you feel about being operated on by an untrained surgeon? When you are in court accused of a crime you did not commit, would you prefer to be defended by a trained lawyer or someone who only thinks they know the law?

"But that's different!" I hear you say, "Of course, we'd want a trained professional in situations like these." So my question would now be this: if my BNI chapter is indeed the economic group I depend on to refer me and grow my business, would I want them all to be trained or not?

We know from statistics that if no-one in the chapter attends training then a chapter will pass 0.6 referrals per week per member. If 40% of the chapter trains, that rises to 1.1 referrals per week while if 90% of chapter members are trained the figure rockets to 1.8 referrals per member per week.

Armed with that data, would it be worthwhile going to training?

In conclusion, I suggest that training is like everything else in life: what you put in is what you get out. I have sat through many training sessions in my life – some great, some not so great – but with an open mind I have never failed to learn something new.

Iain Whyte - iain@bniscotland.co.uk

LET'S LOOK AT SOME KEY BENEFITS:

01. You will learn how to give and receive referrals, how to present your business and how to get more out of your membership.
02. You will meet other members from across your region – some you have not met before and others you only see occasionally. They can all become valuable members of YOUR network!
03. Opportunities for you to gain business may surface before, during and after the training event.
04. You will earn credibility from your fellow members. They will see you as someone who is committed not only to the growth of your own business but to theirs as well.

These are just a few great reasons for training, but there are many more.

Remember – BNI is not an add-on to your work, it's a central ingredient. If you want to gain more from your BNI membership and win more opportunities for yourself and your fellow members, then attend training. It makes complete sense for us all to fine-tune our skills and become better equipped to help each other.

POWER Team
drive2009

The Winners

Severn View BNI (Bristol) Godiva BNI (Coventry) Limes BNI (Solihull) Olympic BNI Sapphire BNI Moss Cottage BNI Cheshire Oaks BNI Tarporley BNI Viking BNI Trinity of Cambridge BNI Castle of Norwich Enterprise Exchange BNI (Braintree) Lakeside & Thurrock BNI Romsey Enterprise BNI (Bedford) Gade Valley BNI (Hemel Hempstead) Hadleigh BNI (Potters Bar) Hertsleigh BNI (Broxbourne) Pembroke Tara Abbey (Ennis) Cork East Crystal (Ballincollig, Cork) Gateways (Cork) Peregrine (Waterford) Phoenix (Cork) Sarsfield (Limerick) Springfort (Mallow) Treaty (Limerick) University (Cork) BNI Business (Bray) Cathedral BNI (Canterbury) Dickens BNI (Rochester) Great Expectations BNI (Chatham) The Royal Spa BNI (Tunbridge Wells) White Cliffs BNI (Dover) Hermes BNI (Lancaster) Olympus BNI (Preston) Zeus BNI (Clayton le Moors) Business for Business BNI (Redbridge) Horizon BNI (Romford) Business Class BNI Chopin (Ealing) Hogarth BNI (Chiswick) Isis BNI (Ealing) St Pauls BNI Foundation (Croydon) Harrison (Greenwich) Magnum Opus (Eltham) Paxton (Crystal Palace) Hammersmith BNI Lakeside (Wimbledon) Premier BNI (Liverpool) Collingtree BNI Collingwood BNI (Seaton Burn) Cookson BNI (South Shields) Tennyson BNI (Lincoln) Borders BNI Alba BNI (Glasgow) Burrell BNI (Glasgow) Iomart BNI (Glasgow) Nexus BNI (Glasgow) Kirklees Oldham Renaissance BNI Cheltenham BNI Britannia BNI (Stoke on Trent) Caterham BNI Elmbridge BNI Kingston Royals BNI Uckfield BNI Beverley BNI Leeds Royale BNI ZWOLLE 'De Heilige Koe' Hengelo Kerngroep

It's always a pleasure to see great things going on in chapters up and down the land. New ideas, new initiatives and programmes carefully honed over weeks, months or even years, keep chapters vibrant and business brisk.

Knowing what a competitive bunch BNI members are, we believe it's important to acknowledge the most successful members and chapters in a number of different ways.

So let's reflect on the effort and outcomes of the recent Power Team Drive. Many chapters across the UK, Ireland and The Netherlands embraced this scheme and now have stronger Power Teams and larger chapters as a result. Well done to all those who have benefited. However special celebrations are due at the chapters who have all recruited at least six new members across any Power Teams during the two-month Drive. Each of the qualifying chapters have secured their £1,000 prize and we wish them every enjoyment as they choose how to use their windfall!

Keep up the Power Team theme: it's a proven way of raising the activity and business in any chapter. Turn to Page 9 for news on how Power Teams have worked for others – and could do the same for you.

The Traffic Lights System is another key measure and driver of chapter success. What's it for? That's simple. The Traffic Light tables give clear data that highlights how you can move forward and maximise the business exchanged in your chapter. Chapters in the green section are thriving, generate lots of business and impress their many visitors. Every member of a 'green' chapter benefits. And the great news is, every chapter can be a green chapter, with high volumes of quality referrals and huge seat values. The Traffic Light

The Terriers
(Huddersfield) and
Nexus (Glasgow)
share the enviable
title of Chapter of
the Year 2008/09

tables give you a clear indication of where your chapter strengths and weaknesses lie – and how to move forward. Use them and win!

In fact, this year's Traffic Light System 'chapter supremos' are the proud winners of the first ever Chapter of the Year awards, presented in April at the European Directors' Conference in Amsterdam. Having topped the national tables, the Terriers (Huddersfield) and Nexus (Glasgow) share the enviable title of Chapter of the Year 2008/09. We congratulate them on their outstanding achievements and wish them continued business success!

GET IN TOUCH

Here's your chance to share ideas, views and information with your BNI community across the UK and Ireland. Simply send a letter or email to the SuccessNet office and we'll publish a selection in every edition.

You can say what you think: constructive criticism is just as valuable as a well founded compliment. Or perhaps you have a suggestion that's worked for you or your chapter – something that could work for other members too.

What's more, there's an iPod shuffle for the Star Letter, so let's get those emails and letters flowing!

Email: successnet@jmhcopy.co.uk **Post:** SuccessNet, BNI House, Church Street, Rickmansworth, WD3 1BS

■ Having been part of BNI for the last five years (I now find myself referred to as a 'seasoned member'!) I've had time to reflect on what works and what doesn't. The same is true with my own business of web design, and recently the connection between the BNI 60 second slot and website optimisation was brought clearly into focus.

As we sit there taking notes on each person's 60 seconds, we're waiting to hear key words or phrases that stand out and enable us to quickly and clearly grasp a core message or requirement. This is similar to web page optimisation, where success means being very clear about your requirements, tuning the language to incorporate the right terminology for the right audience and making sure that the reader can quickly and effortlessly understand the message.

The internet is full of poor web pages, but fortunately this gives good web designers the opportunity to produce well-structured and effective content that stands out above the rest. Apply similar effort to creating your 60 seconds and your chapter colleagues will be able to note down those key words or phrases that help them find the business you're really looking for.

Mike Hannay
Horizon (Clivedon)

■ The 'Thank you for the business' card is so small; I really think that it should be A4 size. Now I know for practical reasons it can't be, but the card does such an important job that I really believe that if it were bigger more BNI members would understand its value.

This card is all about credibility, not only a member's credibility, but also the chapter's. Giving referrals is great, but at the end of the day they are just scraps of paper. But, being thanked for the business when a referral turns into actual work, well, that is what BNI is all about. Real business being done. And, with each card dropped into the 'Thank you' box, a member's credibility goes up – and it is REAL credibility. What's more their fellow members will look forward to receiving a referral from them.

Now I also mentioned the chapter's credibility. Wouldn't it sound great if the Membership Coordinator could announce that in the last six months a chapter had been thanked for an amazing amount of business? And, even more importantly – what would that say to any visitors in the room?

So, members please don't forget to use those little cards – they are vitally important to both you and your chapter.

Kind regards,

David Wimblett
Business Class Chapter (Twickenham)



■ When I commented in my 60 seconds that bad news hinders good business, members nodded sagely in agreement. I explained that I encourage my clients to focus on business expansion by replacing the media's constant barrage of dismal announcements with their own good news.

Later that day, Jason Dean (then Chapter Director of Network Central in Leeds) picked up the theme and emailed our chapter with three headlines of corporate success. I thought this was a fantastic idea. With a quick trawl of the internet and a couple of calls I sent 10 headlines to my network, highlighting the great things being achieved by businesses large and small. These businesses all appeared to be saying "Recession? What recession?" What's more, within minutes I received a flood of replies, all with a similar theme: why do the media not tell us about this?

My BNI colleague Rob P. Brown and I quickly worked out a formula for producing a weekly email entitled More Good News. We planned to broadcast headlines of corporate success and develop a motivational theme.

The newsletter goes out first thing on a Monday morning. I reckon it's the perfect antidote to the media crusade that relentlessly turns bad news molehills into monstrous mountains of negativity. For some reason, the media regard the masses of good news as insignificant. Yet More Good News has taken on a life of its own: individuals who liked its message have been sending it on to their own networks and there are now over 10,000 subscribers from as far afield as Canada, the Middle East and Australia. It's good news, it takes just a few minutes to read, it makes you want to get stuck into your week and it's free. What's not to like?

BNI works in amazing ways beyond the referral process. In this case, what began as a comment in a 60 second presentation has become a much bigger idea that is turning into a positive global force."

Want some More Good News? You can sign up to receive it free at www.mentor-uk.biz.

Rick Armstrong
Network Central (Leeds)

■ In March 2005, Nexus Glasgow had 20 members and passed 88 referrals for the month. At the time we thought this was brilliant and we were delighted.

Since Charlie Robertson and Rob Copeland took over in 2006 we have made great progress, culminating this April when we won the UK and Ireland Chapter of the year.

The chapter members are delighted with the award and love the way we have been recognised. However what pleased us most was reaching 40 members and passing 88 referrals in one day. We now average 360 referrals per month and in the last year passed over £1million – that's an average seat value of £25,000.

So what were the key changes that Charlie and Rob made?

Using the Traffic Lights System they focused clearly on the three Rs – Recruitment, Retention and Referrals.

Charlie often says, "What is measured is done: measure the small things and big results will follow." In Nexus it has certainly proved to be the case.

John Boyle
Nexus BNI (Glasgow)

STAR LETTER

■ Not so long ago I attended a training evening: at the time it was called New Member Success training. I wasn't a new member – and I was mighty tired that day! – but as an imminent Chapter Director I went along to check out how the session was run.

During the interval I was approached by a local member I knew, Lee Morris from Business Class Chapter. He said there was someone present I should meet. Lee introduced me to John Bishop from Colin Bibra, an Ealing estate agency – a great contact for me as I'm a lettings specialist.

John had been a member of BNI for just one week. He asked if I could let properties in Teddington and I confirmed that I could. We then arranged a meeting at which he asked me to let a block of 14 brand new, luxury flats. The properties had been bought by a client off-plan for future sale, but the current climate meant that letting was a preferable option. As the flats were too far from John's office to manage effectively, we came to a partnership arrangement in which I marketed the flats and his office dealt with the admin. I let the flats in just six weeks and my advertising banners on the building led to more business from other local developers and further enquiries from landlords.

So... I turned up to BNI training one cold, dark evening and ended up with some great training ideas, excellent new contacts and about £14,000 of brand new business.

GO TO TRAINING!

David McGeachie
Tudor Chapter
(Teddington)





Member Writes

Each new edition of SuccessNet will feature a topical article written by a member for fellow BNlrs. If you'd like to contribute to 'Member Writes' in future editions, contact the editor at successnet@jmhcopy.co.uk

The first of these comes from Adrian Riggs, a member of Enterprise Chapter (London Bridge) who throws down a challenge to us all...

Make a change



Right now, we're experiencing one of the most exciting times for businesses that we have had in a long time. Embrace it and enjoy the ride!

Perhaps that's not a phrase you've heard much recently? Well here's another one. Yes, life is tough at the moment and that is a GOOD thing. Remember, we need rain to appreciate the sunshine and adversity teaches us to be thankful for the good times.

Right, enough of the sanctimonious drivel! I'm going to start by making a few assumptions about you. Chances are you're in a senior position in your business – maybe the owner. Plus you're proactive about developing your business. That's why you're in BNI. And you're aware that things are a bit tight at the moment.

Well forget that. Instead think of a time three months from now: you're sitting in your office, planning your day around a full diary, with new customers walking through the door and you're feeling in control. This is what being in business is all about.

So how do you get there? Well, you could sell up and invest in healthcare, the sector most hotly tipped for growth in the next 5 years (though I hasten to point out here I'm not qualified to hand out financial advice). Or here's another option: invest in your business and follow seven simple steps that can get your business on track, put you in control and reap the rewards of success. Seven steps to take you from 'zero to hero' (what colour do you want your cape?).

What next? I have a strong suspicion that having worked through each step you'll feel confident, assured and in control. What's more, your business will be healthy, attractive and successful. How would that feel? Awesome, I bet!

Business, like life, is about choices. Right now you have one. Do you stay the same, drifting along, letting others control what you can and cannot do? Or do you 'seize the day' and do something to get you back in the game?

Choosing either of those says something powerful about you. Which do you want it to be?

Take control.

Adrian Riggs is Director of The Number Seven, dynamic, hard hitting and energetic business coaches www.thenumber.se/ven t: 020 7022 1782

SORTED IN 7

ACCORDING TO ADRIAN RIGGS

(or, 'stop being a passenger and regain control!...')

1. Stuck in a rut

The first step is to recognise that something is not happening or working but you can't quite put your finger on what it is. Take a moment to identify 'it'. Then you can start to deal with it.

2. Move on

Chances are you might have been doing or allowing 'it' for a while. Now is the time to let it go. Now get going.

3. 'It's not going to drive itself'

Some parts of the business 'purr like a kitten', whilst some misfire. Map out where you really want the business to be. Choose your big fat hairy goal.

4. King for a day

You are in charge. Play with the 'What if...?' Adopt the mindset that you can only succeed. Nobody can stop you. Work through any of those killer concerns.

5. Doh!

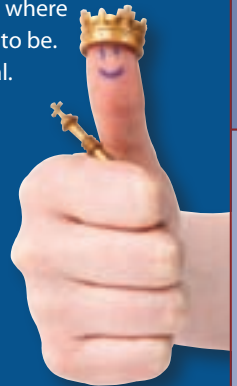
It's time to make things happen. See what works and what doesn't. Life gives you feedback. Act on it.

6. Twenty-something

Remember when you were invincible? Do those things that make you feel good about yourself. It's about getting your mojo back.

7. Go! Go! Go!

This puts you in the driving seat. You've got the destination, the route and a full tank of gas. There's no turning back, this is what you love about being in business.



We've been busy mapping chapter activity across UK and Ireland...

Got some news? Why not write to *SuccessNet* and let us know?



teach india

It's easy to forget when we go to our local chapter meetings that BNI is a global networking organisation with a presence in almost 50 countries. This issue we learn a little more about our fellow members over in India...

A standing start

BNI India was launched in November 2004 by Niri Patel and Niiraj Shah. With their shared passion for investing in relationship building, they quickly identified a clear enthusiasm for a Givers Gain culture that helped entrepreneurs to build stronger businesses. Starting with just one key local contact, they began to work towards their goal of 100,000 members for BNI India. They opened the first chapter at the HQ of the Indian Merchants' Chamber (an organisation founded by Mahatma Ghandi and similar to the Institute of Directors in the UK) in central Mumbai. Fittingly, the chapter was named Premier.

Attitude pays

Meet our colleagues in BNI India and it's the commitment and verve that's so impressive. Chapters keep referral and retention rates high by offering thorough support programmes for new members. And they exchange lots of business – with real passion! In Mumbai alone, members currently each bring an average of 1.9 referrals per week, giving an annual seat value of five times the average national salary in India.

Success breeds success

Indian directors encourage larger businesses as well as SMEs to join chapters. The strategy is

especially constructive in India where role models have great influence. The presence of major business players inspires small business owners to join BNI and grow their own businesses. This positive strategy is already embraced by a few chapters in this part of the world: one we could all consider, perhaps?

BNI Business Genies

This 55-strong chapter is the same driven group who, 18 months ago, having been caught in heavy rains after their chapter meeting, sat on the hotel rooftop doing 1-1s for the rest of the day. Last February the Chapter held a key business event in a major Mumbai exhibition centre. All 55 members had a stall and each invited their top 50 clients to come along – a cream target audience for quality products and services. The result? 600 great visitors, 700 referrals and £400,000 of business in one day! Global doom and gloom might hypnotise the world's media, but for the Genies, "a fire in the belly, passion in the heart, aspirations in the mind and the attitude to make it happen" means you too can refuse to participate in a recession!

Interested in partnering with members in BNI India? Contact Niiraj Shah, niraj@bni-india.com Alternatively visit www.bni-india.com or www.business-networking-india.com



बुनाके बिटई

22 chapters in 3 cities (Mumbai, Bangalore and Pune).

Mumbai chapters are amongst the largest in the world:

- Business Genies (so named because a genie always gives) has 55 members
- Alpha Chapter has 47
- Premier has 44

Business Genies have passed business worth more than £5million in three years.

An average of

35,000

visitors per month visit
the BNI.eu website

Only 5.9% of members

have updated their
profile on Network
Central on the
BNI.eu website



POWERTeam
drive 2009

74

WINNING
CHAPTERS
IN POWER
TEAM DRIVE

You'd need

101,562

referral slips to cover the centre court grass at Wimbledon
(that's 2 months' worth of UK referrals passed)



IN OVER 600 BNI
UK CHAPTERS
THERE IS ONLY

ONE KARATE TRAINER

There are 598 accountants in BNI chapters

Only 32 UK chapters have a vacancy for an
accountant. You can count on those filling quickly

