



Filling Chapters Made Easy

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Our Approach

- Creating growth values as a long-term approach
- Chapter-specific approach
- Solutions focused: **Test it!**
- Sharing and messaging



The Data

	Launching Chapters		Filling Chapter	Retaining Members
Year	Chapters	Member	Avg Ch. Size	Retention
2012	5	157	31	46%
2013	7	273	39	61%
2014	11	529	48	65%
2015	14	717	51.21	66.5%
2016 (Target)	18	1000	55.55	70%
Achieved by September 30, 2016	17	960	56.47	70%

Value Creation

Year	Business Done (In USD)	Seat Value (In USD)
2012	\$3.4 million	\$21,385
2013	\$8.3 million	\$33,567
2014	\$21.2 million	\$48,950
2015	\$32.3 million	\$52,769
2016 (Target)	\$52.1 million	\$59,554
Actual by September 30, 2016	\$47.52 million	\$57,536

Filling Data

Year	Net Growth	Through Launch	Through Filling	Fill (%)
2012	35	53	(-) 18	Negative
2013	103	51	52	51%
2014	206	137	69	34%
2015	188	112	76	40%
2016 (9 month)	243	118	123	51%

What's Stopping Them

Skill Set

Don't know how
to grow their
chapter

Mind Set

Don't want to
grow their
chapter

Don't Want to Grow

- They think it is for BNI®, and not for them
- They are not sure what is in it for them
- Happy Circle Syndrome
- They don't know why they should grow
- Not following the basics



Creating the Why

- The “Chapter Size to Business” chart
- Researching Chapters in the Region and sharing information
- Asking them to choose at what level they would like to be
- Teach them how having more Members helps

Chapter Size to Business Chart



Number of Members (+)	Monthly Business Passed (India)	So Basically
30	1,000,000	1 X
40	2,500,000	2.5 X
50	5,000,000	5 X
60	10,000,000	10 X
70	20,000,000	20 X

Your Why?

- Vision: Changing the Way Pune Does Business
 - Creating a culture of collaborative growth to replace competitive stress
- Mission: To create 50,000 jobs in Pune through 2,500 Members being able to get additional business of INR 10,000,000 per year per annum



Picking the Right Regional Team



- Only Members who believe in the **why** and the vision of the region are picked
- They are trained to speak the same language with members: creating value

Focus on the Leadership Team



- Leadership Teams are picked from Members who believe that **more members mean more business**
- Backing up a positive Leadership Team to create success stories to share
- Patient enough to create the success stories

LTRT Messaging

CONTINUOUS & CONSISTENT

- +1 net growth per month per chapter
- 90 member chapters also find open categories
- Sharing stories of unique categories getting business and inviting them to share
- Public goal sharing

What's Stopping Them

Skill Set	Mind Set
<p>Don't know how to grow their chapter</p>	<p>Don't want to grow their chapter</p>

The Skill Set

No one to close

No closing

Growth Strategies

- Tried to work at two levels
 - Regional level
 - Chapter-specific initiatives

Regional Level Strategies

- LTRT messaging
- Community outreach
- Adopting a Chapter
- Showing the way when needed - launch
- Recognitions – Platinum, 70+, Black Badge
- More Trainings
- “Friends of BNI®”
- Events

Mind Set
Skill Set
Mixed Set



Chapter Level Strategies

- Focus on the basics
- Education slots
- Pick a Chapter – growth and business
- Creating a signature Chapter - Launch
- Networking up
- Visitor orientation and follow up processes
- Category sorting
- BNI® Game and visitor month

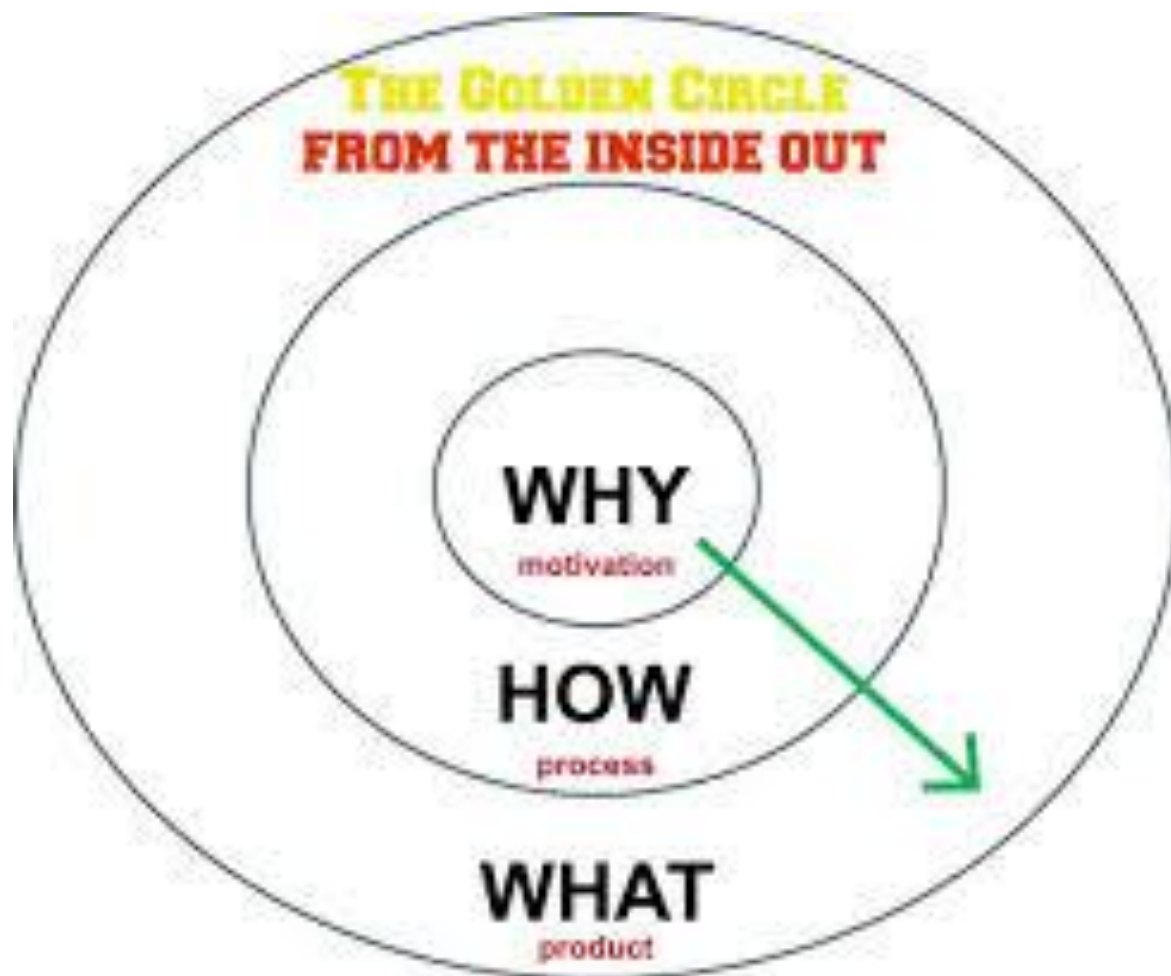
Mind Set
Skill Set
Mixed Set



It's All About Value Creation

- Ready to toggle between Chapter Growth and Consolidation Phases
 - INR 10 million = 150,000 USD
- Average value per Member and average value per referral is the focus
- Two new trainings every year
- Launching new Chapters with bigger businesses and more members
- “Referral Partners”

The Golden Circle



“People don’t buy what you do, they buy why you do it.”

Simon Sinek

