



Increasing Members' Profitability by Building Large Chapters

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Because of Them, So We Can



Thailand Gateway to Asia



Large Strong Platinum Chapter?



QUALITY QUANTITY












Journey to Thailand

- Where were we before?
- What did we do?
- Where are we now?



BNI Thailand started in July 2006

BNI Thailand in 2010

Traffic lights report for Bangkok				May 2010						
Region	Chapter Size	Member Growth (6 Months)	Retention	Referrals	Visitors	Conversion	Absenteeism	Score	Last Month	
Miracle	33	7	91.67	1.39	2.31	10	5.72	90	85	
Inspire	36	5	69.23	1.23	2.95	16.51	27.42	75	80	
Heritage	31	3	52	1.37	6.16	6.95	16.82	60	65	
Amazing	29	2	52	1.18	1.53	25.33	14.91	60	50	
Warrior	29	2	0	1.42	3.55	24.83	22.16	60	65	
Unique	12	12	0	1.2	2.2	45.45	15.73	55	55	
Universal	21	3	40	1.46	1.32	19.35	27.98	40	50	
Achievers	23	1	66.67	0.7	2.55	8	25.45	35	35	
Victory	16	2	56.25	0.85	2.28	7.14	15.89	35	30	
Infinity	16	3	40	0.88	1.59	17.14	29.85	30	30	
Prosperity	14	-1	52.63	0.8	2.89	3.01	21.85	25	30	

A Lot of Problems

- More members absent
- Members don't want to go for training
- No time for One-to-Ones
- No visitors
- "I am busy and overloaded"
- Low referral generation in chapters
- Members find it to be a waste of time
- Members dropped out...
- **Chapter Retention Rate : <50%**





Why do I do BNI®?









BNI Thailand Milestones

Year	Total Chapters	Total Members	Average Chapter Size	Total No. of Referrals	Thank you for Closed Business (Baht)	Thank you for Closed Business (USD)
2006	1	19	19	424		
2007	6	129	21.5	2,219		
2008	12	240	20	6,293		
2009	15	289	19.3	13,205	Bht 360,267.-	USD 10,596.-
2010	18	373	20.7	18,649	Bht 295,318,219.-	USD 8,685,830.-
2011	17	383	22.5	18,928	Bht 701,902,310.-	USD 20,644,186.-
2012	15	414	27.6	21,791	Bht 817,365,918.-	USD 24,040,174.-
2013	17	543	31.9	29,772	Bht 1,281,922,221.-	USD 37,700,654.-
2014	18	729	40.5	43,932	Bht 2,146,562,313.-	USD 63,134,186.-
2015	22	975	44.1	63,900	Bht 3,222,972,289.-	USD 94,793,303.-
2016 Sep*	28	1,256	44.9	68,241	Bht 3,742,371,871.-	USD 110,069,761.-

Average Growth
Members:
 +30%
TYFCB:
 +50%

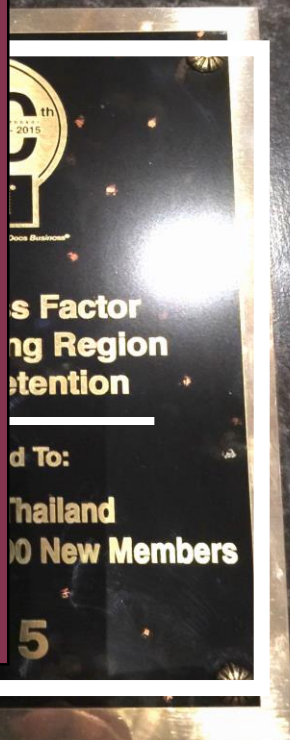


2015 Global Convention (LA, USA) 11 Recognition Awards

9 Halls of Fame Chapters
(Kick-Off and Platinum)

World's 2nd Highest Average Chapter Size 42.9



Top Performing Region in 1st Year
Retention Award with 301-400 New Members





BNI Thailand in 2016

Parameters									
Region:	Bangkok								
Year:	2016								
Month:	August								

Chapter Name	Chapter Size	Member Growth (6 Months)	Retention	Referrals	Visitors	Conversion	Absenteeism	Score	
Miracle	56	3	78	3.02	2.79	22.39	1.15	95	
Abundance	63	5	79	1.62	3.59	17.72	4.4	95	
Achievers	61	1	76	1.73	4.56	11.4	4	85	
Amazing	47	3	70	1.57	4.75	9.65	3.65	85	
Excellence	74	2	60	1.81	7.16	10.61	4.5	85	
The Elite	51	4	76	1.23	5.92	9.15	9.35	85	
Unique	39	11	50	1.12	6.16	11.04	2.61	80	
The One	45	2	81	1.23	3.29	8.86	5.72	80	
Active	36	36	0	1.31	7.69	41	9.17	80	
Heritage	41	6	36	1.66	4.8	15.83	7.45	75	
Prosperity	72	-1	89	1.86	3.67	5.68	4.92	75	
Energy	64	0	68	1.68	5.24	9.16	3.4	75	
The Smart	40	12	41	1.98	4.23	17.27	5.01	75	
Inspire	29	4	54	1.17	4.95	9.17	5.12	70	
The Top	29	29	0	1.05	7.46	17.53	6.91	65	
Victory	30	-4	63	0.96	2.91	2.99	5.4	55	
Universal	19	2	38	1.25	4.38	8.57	5.38	50	
Warrior	31	-5	49	1.4	7.25	6.32	10.81	50	
Advance	34	-13	0	0.97	2.19	8.77	9.25	50	
Awesome	15	-5	48	0.47	0.57	50	16.46	10	



Miracle	70%	30%	100%
Winner	66%	31%	97%
Honor	79%	16%	95%
Excellence	62%	32%	94%
Go-Getter	63%	21%	84%
Achievers	40%	42%	82%
Abundance	38%	44%	82%
Bold Leader	48%	33%	81%
Amazing	28%	51%	79%
Prosperity	17%	60%	77%
The Smart	39%	37%	76%
The Top	34%	38%	72%
Energy	30%	42%	72%
Warrior	45%	26%	71%
Power	43%	27%	70%
Active	33%	36%	69%
Rising Star	40%	27%	67%
Heritage	24%	41%	65%
Unique	33%	31%	64%
The Elite	24%	37%	61%
Advance	15%	44%	59%
Horizon	35%	22%	57%
The One	20%	31%	51%
Universal	16%	32%	48%
Victory	17%	30%	47%
Inspire	17%	28%	45%
Awesome	0%	13%	13%

BNI Thailand Member Traffic Lights as of August 2016

>50% Green and Yellow

Titanium (70+ Members)



BNI Excellence,
BKK



BNI Prosperity,
BKK



BNI Honor,
Chiangmai

Platinum (60+ Members)



BNI Abundance



BNI Energy



BNI Achievers



BNI Winner

Platinum (50+ Members)



BNI Miracle



BNI Rising Star



BNI The Elite



BNI Ingenious





Strategy 1: Begin With a Vision

1.

2.

3.

4.

5.

6.

7.

- Start with why
- Setting the right culture

Vision



**Where there is no vision,
there is no hope.**

George Washington Carver

Give the *opportunity*, *courage* and *possibility* for people to do what they love and earn income to supporting their family and their desired lifestyle.



Happiness

Begin With a Vision

- Platinum Businesses:
7M
- Platinum
Regions/Country: G55+
- Platinum Members: 80%
(G&A)
- **7M + G55 + 80%**



Strategy 2: Strong Leadership Team

1.

2.

- Having the right people to deliver the vision

3.

4.

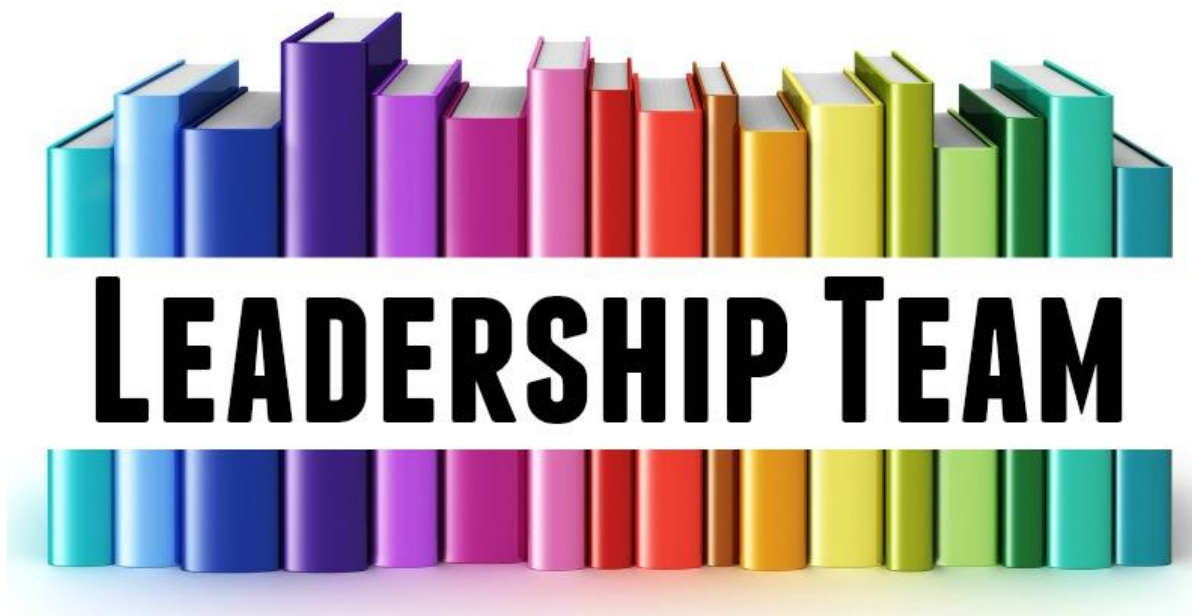
5.

6.

7.

Strong Leadership Team

- Why be part of Leadership
- Clarity of roles
- Willingness to serve
- Coachable



Strategy 3: Clear Chapter Goals and Plans

1.

2.

3.

- Chapter goal setting and Chapter activities plan

4.

5.

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7.

Clear Chapter Goals and Plans



- Clarity of direction
- “Buy in”
- Training to develop goals and plans
- Recommend activities
- Measure, reporting and reports



Strategy 4: Power Team Mindset

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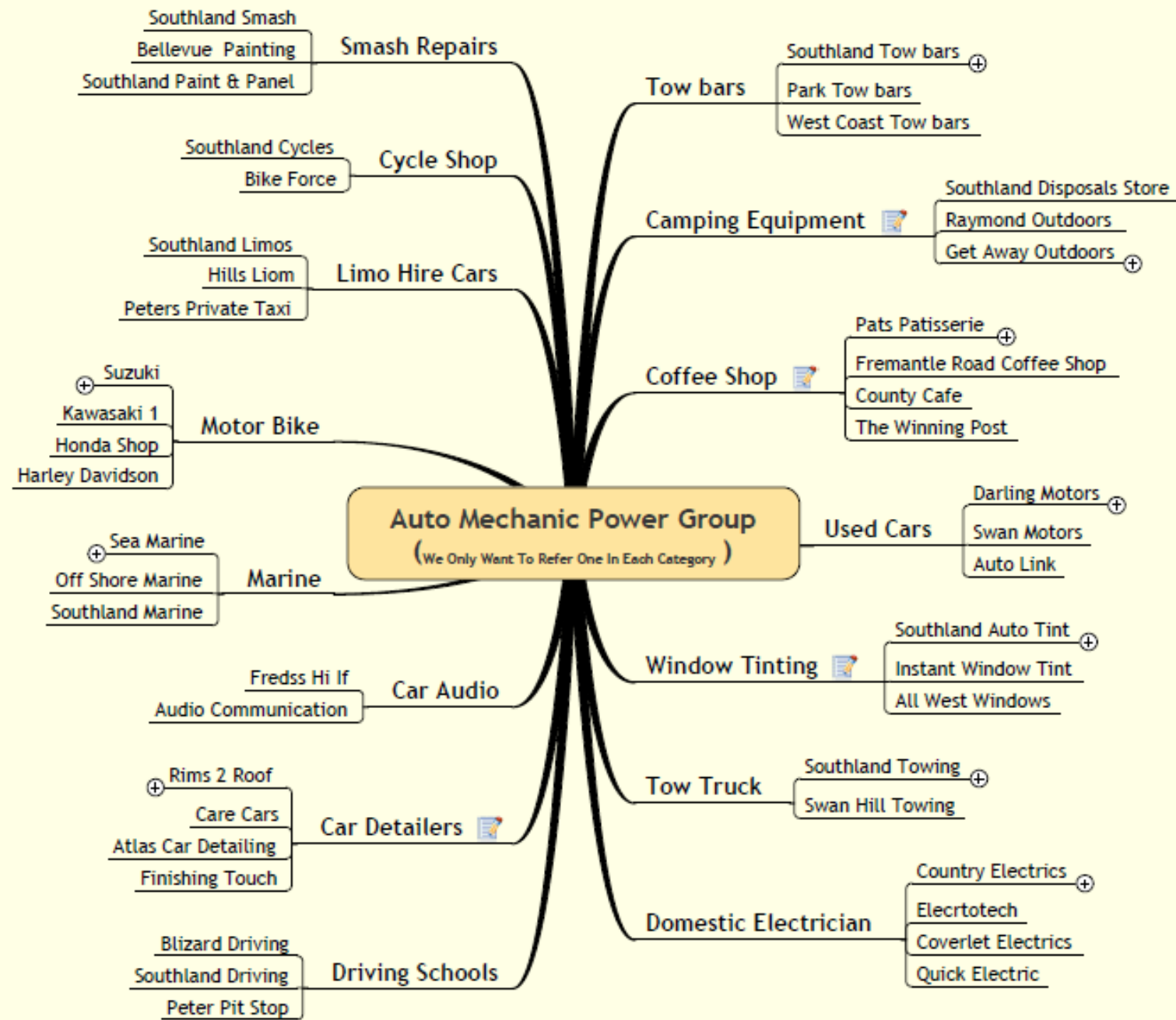
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- Focus on building referral partners

Making Power Teams Work

- Start with why?
 - Members and Chapters
- Have Growth Coordinators and Power Team Leaders
- Power Team Workshops (ASW)
- Power Team Action Plan (Roadmap)
- Focused Power Team Meetings (on/off site)





Strategy 5: Mentoring Program

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- Supporting new Members and managing expectations

BNI Passport Program



Welcome

_____(member name)
Congratulations on becoming a member of BNI Thailand.
Welcome to the BNI _____ Chapter, it's great to have you as a part of the team.

We:
Meet every _____ (day of the week)
From _____ (time)
At _____ (venue)
_____(address)

Meeting Costs \$ _____
How do I pay? _____
BANK: _____
Account Number: _____

✓ How to use your Passport

Since 1985, we have learned that the first 90 days are crucial to a new member's success.

- Meet with the chapter Mentor Coordinator for the names of the people you need to meet with and the topics you will cover.
- Plan on attending at least one or two One-to-One meetings per week.
- Have your mentor sign your passport book after your One-to-One mentoring.
- Use the checklist in the back of the passport to help you get the most from your BNI® Membership.
- Take your passport to your Member Success Program and have the trainer sign it.

You should be able to complete the entire passport within 90 days. Make sure to keep this passport as a reference tool.



BNI Passport Program

- Many levels of support



Member Mentors

- Topic Specialist
- One person per topic
- Train new Members
- Support existing Members



Personal Mentors

- New Member Orientation
- Introduce the BNI Passport Program
- Introduce the Member Mentors
- Monitor progress
- Support the new Member



Mentor Coordinator

- Appoint and train Member Mentors
- Assign and train Personal Mentors
- Monitor progress by checking with new Members



SGDC & Ambassador

- Train Mentor Coordinator
- Train Member Mentors
- Support and monitor implementation
- One-to-Ones with new Members at third, sixth and ninth months



BNI Passport Program

- Many levels of support
- Member-driven
- Engages green and experienced Members
- Increases retention for new and old Members



Strategy 6: Clear Performance Criteria

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- Focus on five key fundamentals

Clear Performance Criteria

- | | | |
|----|-------------|---------------------|
| 1. | Training | 1 workshop/3 months |
| 2. | Attendance | 3 absences/6 months |
| 3. | One-to-Ones | 1 One-to-One/week |
| 4. | Visitors | 1 visitor/month |
| 5. | Referrals | 1.5 referrals/week |

Minimum Expectations?
What if not met?



Strategy 7: Strong Chapter Ownership

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- Chapter initiatives to increase Members' business

Strong Chapter Ownership

- Chapter Marketing Brochure
- Chapter Activities Planner
- Chapter Team Building
- Chapter BNI Camp





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KSF to Growing Large Chapters



1. Start with a Vision
2. Strong Leadership Team
3. Clear Chapter Goals and Plan
4. Power Team Mindset
5. Mentoring Program
6. Clear Performance Criteria
7. Strong Chapter Ownership



**Visit this link for
downloads**

www.bnitnc.com/gc2016

(Before 30th Nov 2016)

Sawadeekrub / Sawadeekah

