



Platinum Chapter, Platinum Business

Stanley Kong and Stella Yung,
Executive Directors of Hong
Kong, Shenzhen and Guangzhou

Brief History of BNI Hong Kong

Time		Average Chapter Size	Number of Chapters	Total Members
August 2008	LT Forum every month	16	8	128
August 2009		21.7	9	195
August 2010	KL 10 visit Platinum Chapters	26.1	9	235
August 2011		33.9	12	407
August 2012	Five Platinum Chapters	35.9	14	503
August 2013	Inspire Chapter Launch with 40+	37.2	19	707
August 2014		40.1	26	1,042
August 2015	15 Platinum Chapters	40.4	31	1,252

BNI Hong Kong Figures

As of 31 August 2016



Total chapters:	37
Total Members:	1,639
Average Chapter Size:	44.3

What is Our Turning Point?



Strategy and Tactics of Filling Chapters

1. Start with why
 - Vision of 60+
2. Management by numbers
3. LT & Members Forum
4. New Chapter first year maintenance
 - Balanced Chapter Plan
5. Launching big Chapters
 - Growth versus survival

Strategy and Tactics of Filling Chapters



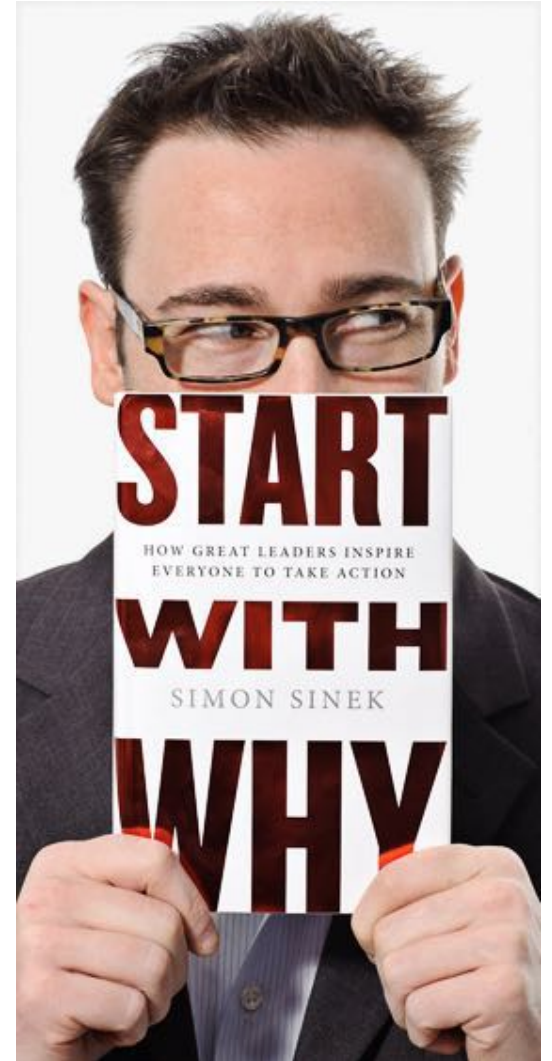
1. Start with why

2.

3.

4.

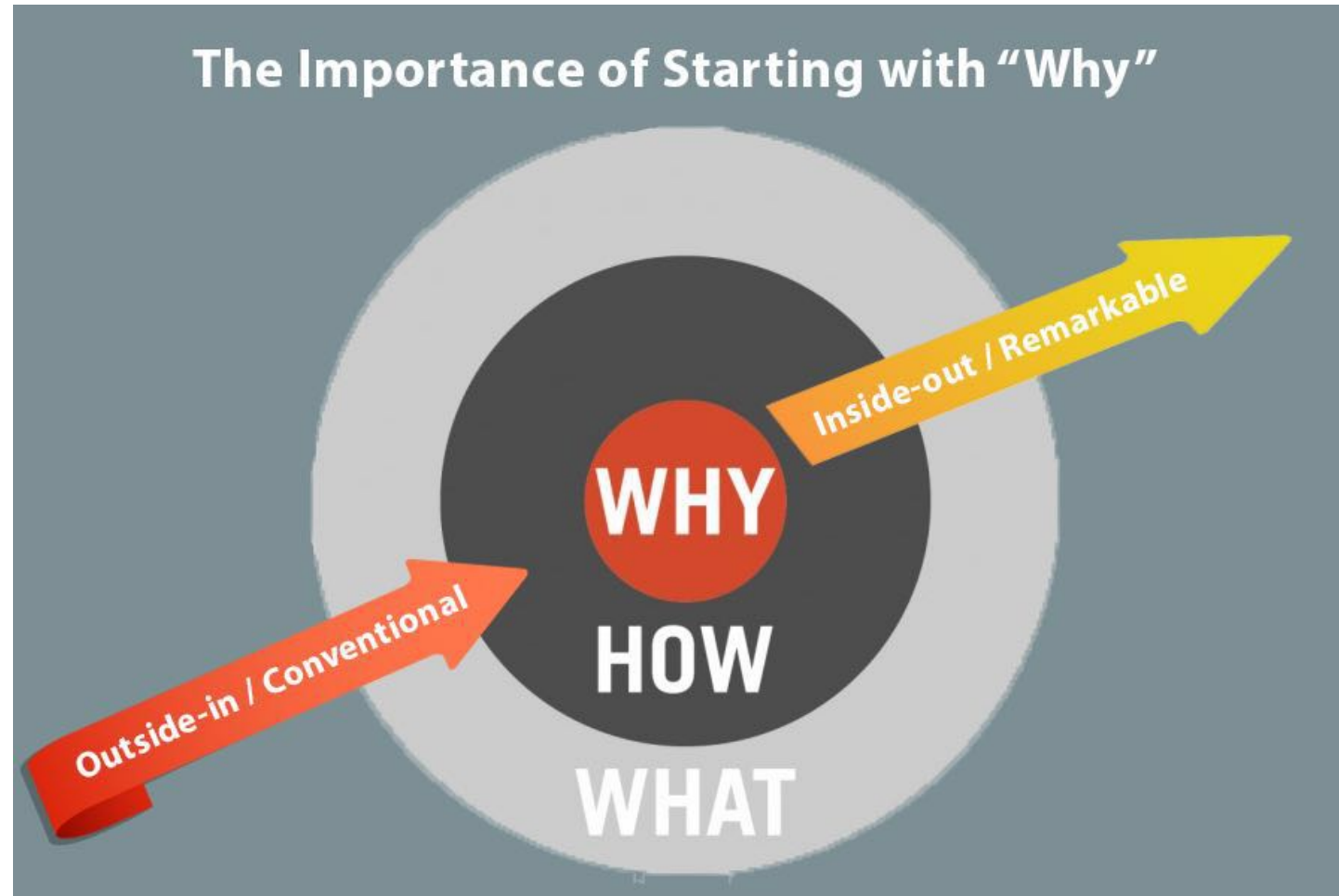
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Why Big Chapters?



People Don't Buy What You Do They Buy Why You Do It



5M: More Members Making More Money



Why Big Chapters?

How would you like to be part of a chapter of 60 strong members, making over \$1-2 million a month?



Power of 60 +



Relationship Between Chapter Size and Revenue



Chapter Size	Average Revenue (USD)
30 or below	2.9 million
31 - 40	11.1 million
41 - 50	11.7 million
51 - 60	20.6 million
Over 60	26.2 million

Period:
**1/1/2015-
31/12/2015**

Why Big Chapters?

Double your chapter size,
increase your business by 6 to 8 times



Why Big Chapters?

Chapter success makes
your success easier!

Strategy and Tactics of Filling Chapters



1.

2. Management by Numbers

3.

4.

5.

Management By Numbers

What gets measured gets done



Chapter Traffic Lights Report August 2016



Chapter Name	Chapter Size	Member Growth (6 Months)	Retention	Referrals	Visitors	Conversion	Absenteeism	Score		Last Month
Abundance (Chinese)	81	9	83	1.79	12.31	5.94	3.13	90		90
Inspire (Chinese)	56	15	82	1.5	11.25	7.04	2.21	90		90
Mega (Chinese)	34	4	70	1.17	6.44	6.21	3.23	90		90
Elements (Chinese)	59	15	79	1.49	14.56	4.95	8.96	85		85
Enterprise (Chinese)	62	3	75	1.27	5.88	8.51	2.92	85		80
Sunshine (Chinese)	73	4	82	1.26	16.28	2.95	5.42	85		90
Bravo (Chinese)	59	11	69	1.15	12.83	7.47	3.13	85		85
Blossom (Chinese)	55	11	65	1.13	8.38	11.47	7.36	85		75
Power (Chinese)	55	12	64	1.58	8.92	9.35	5.14	80		85
Supreme (Chinese)	45	16	83	1.43	9.78	6.44	10.3	80		85
Vision (Chinese)	63	6	60	1.54	11.54	6.33	5.06	80		80
Infinity (Chinese)	43	8	69	1.24	10.28	3.89	5.22	80		65
Legend (Chinese)	49	49	0	1.33	10.5	23.38	7.41	80		80
Dynamic (Chinese)	45	-1	73	1.54	7.17	6.2	4.89	75		75
Energy (Chinese)	65	0	76	2.28	14.71	2.55	3.3	75		80
Ocean (Chinese)	41	41	0	1.36	13.65	18.15	7.93	75		80
Amazing (Chinese)	28	6	67	0.89	6.89	4.84	3.58	70		60
Action (Chinese)	53	2	57	1.07	9.21	4.98	4.36	70		70
Achiever (Chinese)	42	42	0	0.77	21.25	49.41	7.88	70		NA

Chapter Traffic Lights Report August 2016



Chapter Name	Chapter Size	Member Growth (6 Months)	Retention	Referrals	Visitors	Conversion	Absenteeism	Score		Last Month
Champion (Chinese)	34	3	56	0.94	5.77	6.67	6.74	65		55
Aim (Chinese)	55	-1	62	1.62	7.08	3.8	7.47	65		75
Creation (English)	31	-4	64	1.02	6.27	4.29	4.95	65		60
Hero (Chinese)	68	68	0	0.96	30.75	58.54	12.73	65		NA
Synergy (Chinese)	36	0	66	1.19	6.75	3.09	8.69	65		60
Brilliance (Chinese)	33	0	59	1.33	5.13	8.13	5.44	60		65
Elite (Chinese)	47	-3	67	1.57	12	3.47	10.07	60		65
Passion (Chinese)	33	-1	49	1.14	9.32	6.44	4.14	60		60
Key (Chinese)	48	-2	63	1.04	11.69	4.28	8.53	60		60
Master (Chinese)	37	37	0	0.56	5	38.26	11.4	60		60
Venture (Chinese)	44	-2	75	0.89	7.13	4.09	8.83	60		45
Unity (Chinese)	48	-8	0	1.43	13.5	2.85	5.42	55		55
Apex (Chinese)	35	-3	58	0.93	5.35	7.91	14.43	45		40
Attraction (English)	22	-3	58	1.01	3.84	2.08	6.47	45		45
Alliance (Chinese)	18	-6	38	1.04	4.64	5.17	12.09	25		45
Alpha (Chinese)	16	1	28	0.89	4.46	4.67	15.23	25		25
Impact (English)	10	-12	30	0.47	3	4.94	23.42	15		15
Ambition (English)	16	-13	0	0.58	4.52	6.73	18.2	15		15

Member Traffic Lights Report August 2016



Member Traffic Lights Scoring														70-100 points				30-45 points																			
1st Apr 2012 to 30 Sept 2012 (8 Months)														50-65 points				0-25 points																			
														Green Goal: 60%				Green Hit: 17%				Yellow Goal: 40%				Yellow Hit: 20%				Red Hit: 51%				Black Hit: 12%			
#		P	A	L	M	S	G	R	V	1-2-1	T	Bit Give	PLS%	Total	Week	A	L	G	V	1-2-1	T	Bit Give	Total Pts														
	Perfect	24	0	0	0	0	62	=	18	24	2	500000	100%	100	24	15	10	20	20	10	10	15	100														
1	Frankie Chan	25	0	0	0	1	36	53	28	10	5	172289	100%	80	26	15	10	20	20	0	10	5	80														
2	Cornie Choi Man Yee	26	0	0	0	0	102	60	17	14	7	137971.5	100%	80	26	15	10	20	15	5	10	5	80														
3	Fanny Leung	18	2	0	0	1	57	39	28	5	3	18219354	90%	80	21	5	10	20	20	0	10	15	80														
4	Aaron Lin	25	1	0	0	0	136	83	11	14	3	2564388.3	96%	80	26	10	10	20	10	5	10	15	80														
5	Raymond Cheung Ming Chung	23	1	0	0	2	62	43	13	10	5	352823	96%	75	26	10	10	20	15	0	10	10	75														
6	Winnie Mok Wan Yee	24	1	0	0	1	89	46	7	21	5	288241	96%	75	26	10	10	20	10	5	10	10	75														
7	Winnie Lee Kiwan Wah	25	0	0	0	1	28	42	13	19	6	144172.5	100%	70	26	15	10	10	15	5	10	5	70														
8	Kenny Cheung Kin Hung	26	0	0	0	0	58	17	5	21	3	43398	100%	65	26	15	10	20	5	5	10	0	65														
9	Wing Ho	24	1	0	0	1	119	84	3	18	2	132345	96%	65	26	10	10	20	5	5	10	5	65														
10	Cecilia Li	23	0	1	0	2	34	31	1	20	3	716945	100%	65	26	15	5	15	0	5	10	15	65														
11	Denessa Chan	21	1	0	0	4	33	25	4	17	6	134202	96%	60	26	10	10	15	5	5	10	5	60														
12	Chi Fai Chan	26	0	0	0	0	53	88	4	10	1	177487	100%	60	26	15	10	20	5	0	5	5	60														
13	Eason Lee	26	0	0	0	0	90	157	3	8	3	52329.5	100%	60	26	15	10	20	5	0	10	0	60														
14	Robby Wan	23	2	0	0	1	27	32	7	3	3	959567	92%	60	26	5	10	10	10	0	10	15	60														
15	Kitty Woo Hiu Yan	25	1	0	0	0	48	122	4	10	0	765088	96%	60	26	10	10	20	5	0	0	15	60														
16	Alex Yeung	25	1	0	0	0	24	16	29	15	3	36090	96%	60	26	10	10	5	20	5	10	0	60														
17	Arthur Lee Hin Shing	25	1	0	0	0	26	45	8	17	2	66103	96%	55	26	10	10	10	10	5	10	0	55														
18	Dorothy Lo	24	2	0	0	0	108	57	6	9	1	475433	92%	55	26	5	10	20	5	0	5	10	55														
19	Carlo Leung	24	1	0	0	1	61	72	4	15	0	65806	96%	50	26	10	10	20	5	5	0	0	50														
20	Stephen Ng Hau Tak	21	0	0	1	2	10	27	12	11	5	14396	100%	50	24	15	10	0	15	0	10	0	50														
21	Wing Wan	25	0	0	0	0	16	35	9	26	3	15961	96%	50	26	10	10	0	10	10	10	0	50														
22	呂海燕	23	1	0	0	2	30	35	4	9	1	438778.74	96%	50	26	10	10	10	5	0	5	10	50														
23	John Kiwan C.D.	21	2	0	0	3	58	33	6	7	0	118636	92%	45	26	5	10	20	5	0	0	5	45														
24	Coretti Ma	22	2	0	0	2	79	59	2	15	1	58048	92%	45	26	5	10	20	0	5	5	0	45														
25	Raymond Tang	22	1	0	0	3	58	68	5	7	0	36855	96%	45	26	10	10	20	5	0	0	0	45														
26	Antonio Wong	25	1	0	0	0	25	12	6	25	3	8773	96%	45	26	10	10	5	5	5	10	0	45														
27	Tony Hung	13	1	0	0	0	7	12	4	4	2	6250	93%	40	14	10	10	0	10	0	10	0	40														
28	Iris Lee	25	1	0	0	0	24	47	2	14	2	38135	96%	40	26	10	10	5	0	5	10	0	40														
29	Ellie Ng Luk Wan	18	1	0	0	7	29	23	2	10	5	24905	96%	40	26	10	10	10	0	0	10	0	40														
30	Brian Tai Luen Kam	25	1	0	0	0	29	34	3	10	1	29424	96%	40	26	10	10	10	5	0	5	0	40														
31	Thomas Tang Ming Hong	15	1	0	0	0	7	21	5	7	2	6586	94%	40	16	10	0	0	10	0	10	0	40														
32	Sam Tang Chi Kwok	8	3	0	0	0	14	5	3	0	0	7428	73%	35	11	0	10	15	10	0	0	0	35														
33	Jason Wong	23	2	1	0	0	58	41	2	4	1	39730	92%	35	26	5	5	20	0	0	5	0	35														
34	Cici Chan	24	1	1	0	0	14	19	0	15	3	18853	96%	30	26	10	5	0	0	5	10	0	30														
35	Dino Liu Chi Keung	24	2	0	0	0	25	29	3	8	0	126270	92%	30	26	5	10	5	5	0	0	5	30														
36	Jackie So Kin Hung	25	1	0	0	0	19	37	2	5	6	24763	96%	30	26	10	10	0	0	0	10	0	30														
37	Evan Tam	22	4	0	0	0	17	15	1	15	2	40495	86%	25	26	0	10	0	0	5	10	0	25														
38	Ching Man Yu	2	0	0	0	0	1	2	0	0	0	0	100%	25	2	15	10	0	0	0	0	0	25														
39	Simon Lam	14	12	0	0	0	5	3	0	1	1	7340	54%	15	26	0	10	0	0	0	5	0	15														
40	Danna Mul	15	8	0	0	3	11	23	1	10	1	48081	69%	15	26	0	10	0	0	0	5	0	15														
41	Sandra Ho	7	2	1	0	1	6	3	1	2	0	8201	82%	10	11	5	5	0	0	0	0	0	10														

Member Traffic Light

- Target:
 - Green Light  60%
 - Yellow Light  40%

Member Traffic Lights

August 2016



Abundance	Green	23%	Yellow	51%	Red	21%	Black	5%
Achiever	Green	2%	Yellow	38%	Red	36%	Black	24%
Action	Green	14%	Yellow	50%	Red	24%	Black	12%
Aim	Green	16%	Yellow	29%	Red	25%	Black	27%
Alliance	Green	29%	Yellow	41%	Red	18%	Black	12%
Alpha	Green	6%	Yellow	50%	Red	38%	Black	6%
Amazing	Green	21%	Yellow	32%	Red	43%	Black	4%
Ambition	Green	0%	Yellow	31%	Red	50%	Black	19%
Apex	Green	3%	Yellow	17%	Red	37%	Black	43%
Attraction	Green	9%	Yellow	36%	Red	32%	Black	23%
Blossom	Green	9%	Yellow	27%	Red	36%	Black	27%
Bravo	Green	5%	Yellow	63%	Red	31%	Black	2%
Brilliance	Green	24%	Yellow	33%	Red	33%	Black	9%
Champion	Green	21%	Yellow	41%	Red	26%	Black	12%
Creation	Green	13%	Yellow	42%	Red	26%	Black	19%
Dynamic	Green	20%	Yellow	31%	Red	38%	Black	11%
Elements	Green	25%	Yellow	36%	Red	24%	Black	15%
Elite	Green	32%	Yellow	34%	Red	23%	Black	11%
Energy	Green	38%	Yellow	46%	Red	15%	Black	2%
Enterprise	Green	21%	Yellow	40%	Red	23%	Black	16%

Member Traffic Lights

August 2016



Hero		Green	11%		Yellow	23%		Red	38%		Black	29%
Impact		Green	0%		Yellow	20%		Red	30%		Black	50%
Infinity		Green	25%		Yellow	28%		Red	28%		Black	20%
Inspire		Green	28%		Yellow	43%		Red	26%		Black	4%
Key		Green	21%		Yellow	27%		Red	27%		Black	25%
Legend		Green	29%		Yellow	35%		Red	24%		Black	12%
Master		Green	8%		Yellow	8%		Red	32%		Black	51%
Mega		Green	32%		Yellow	32%		Red	29%		Black	6%
Ocean		Green	28%		Yellow	30%		Red	35%		Black	8%
Passion		Green	33%		Yellow	30%		Red	30%		Black	6%
Power		Green	15%		Yellow	49%		Red	29%		Black	7%
Sunshine		Green	10%		Yellow	38%		Red	31%		Black	21%
Supreme		Green	13%		Yellow	33%		Red	31%		Black	22%
Synergy		Green	22%		Yellow	17%		Red	31%		Black	31%
Unity		Green	25%		Yellow	33%		Red	33%		Black	8%
Venture		Green	9%		Yellow	23%		Red	48%		Black	20%
Vision		Green	30%		Yellow	33%		Red	27%		Black	10%

Strategy and Tactics of Filling Chapters



1.

2.

3.

LT Forum every month since 2008

4.

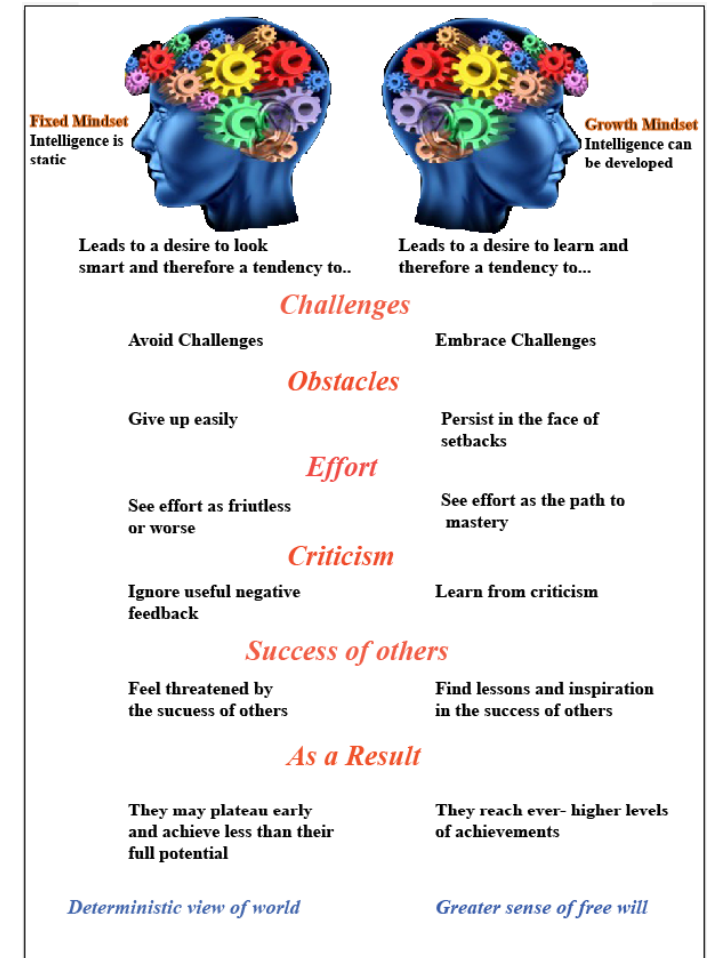
5.



Develop a Culture of Growth Mindset



- Leads to a desire to learn, and therefore a tendency to:
 - See effort as the path to mastery
 - Learn from criticism
 - Find lesson and inspiration in the success of others
 - Reach higher levels of achievements



Develop a Culture of Growth Mindset

- Overcome complacency
- Share the best practice
- Learn together, grow together

LT Roundtable / LT & Members Forum every month since 2012



Life-Long Learning



Strategy and Tactics of Filling Chapters



1.

2.

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4.

New Chapter first year maintenance
with a balanced Chapter plan

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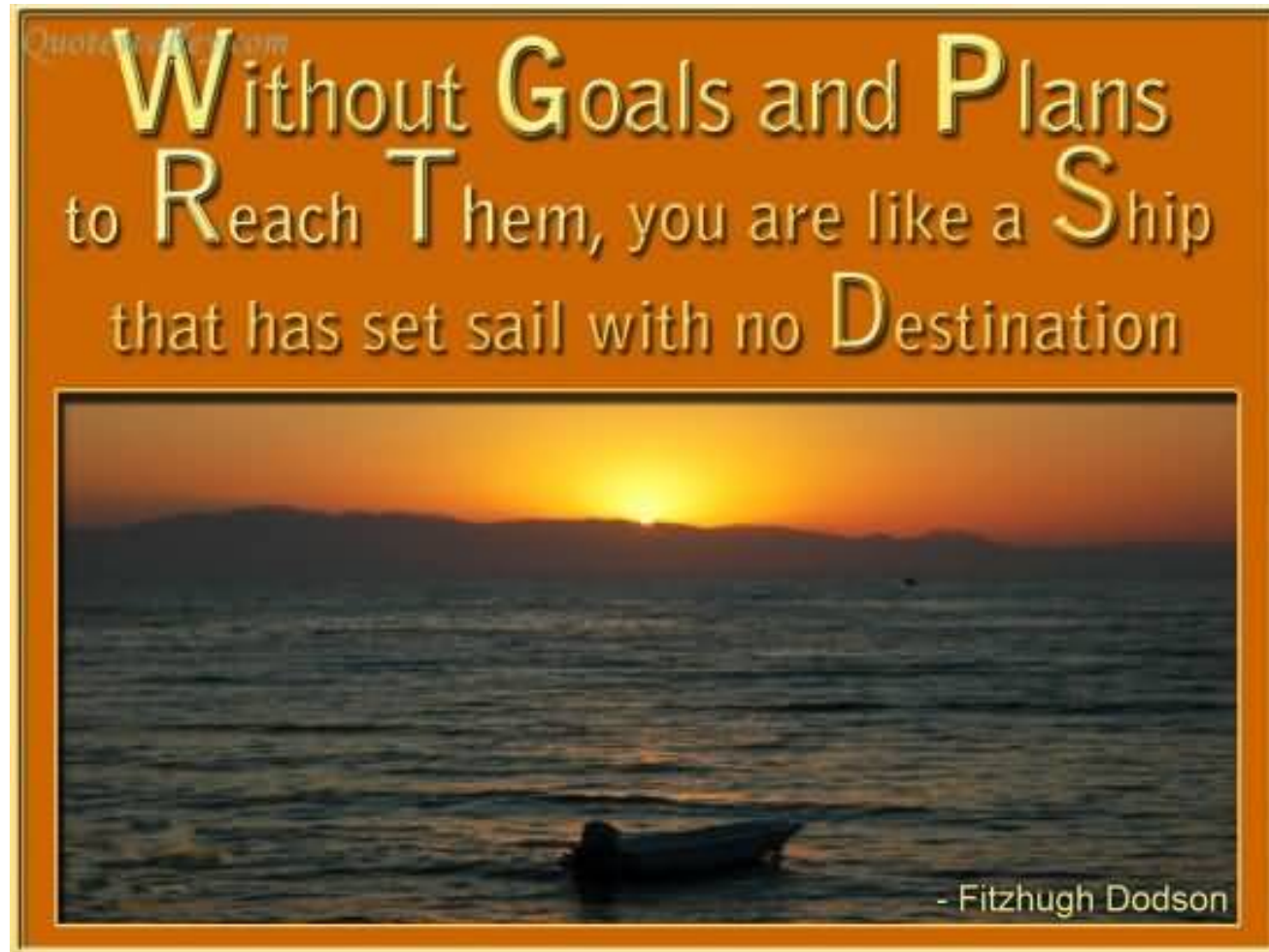
New Chapter Maintenance

Growth Plan or Maintenance Plan

New Chapter Maintenance

- Survival Stage: 35/65
- Optimal Stage: 55/75
- Ideal Stage: 75/85

Chapter Goal and Chapter Plan



Chapter Team Goals

Chapter Team Goals
What will help you all to make the most money out of the opportunity BNI provides?

	Current	Six Months	18 Months	Who Can Influence This Most?
Revenue (In money slips passed in last 6 months)	2M	5M	20M	Chapter Team, Membership Committee
Chapter Size	22	38	60	President, Visitor Host, Membership Committee
Retention (Number of members who renewed last year who were due to renew)	56%	65%	77%	Membership Coordinator, Secretary Treasurer, Membership Committee, Mentor
Visitors Per Week (Average over the last 6 months)	3	9	15	Members, Membership Committee, Visitor Hosts
Visitor Conversion (% average over past 6 months)	7%	15%	10%	Presidents, Visitor Hosts, Secretary Treasurer, Membership Coordinator
Member Growth (Over the last 6 months)	4	16	7	Leadership Team, Visitor Hosts, Membership Committee
Training Per Member (Average 6 months)	0.5	2	3	NEC, Education Event Coordinator, Mentor
Absenteeism (% over the last 6 months)	10%	6%	3%	Members finding substitutes, Membership Committee sending out letters, NEC, Mentor
Rpm Per Week (average over last 6 months)	1.1	1.65	2.2	Member weekly activity, Membership Committee reviewing PALMS
Chapter Traffic Light	Yellow	Green	Green	President, Membership Committee, all other roles

12-Month Chapter Plan

	Date	Event	Focus	Referral Activity	Inviting Activity	Education Activity
						SPEAKER & TOPIC
Oct-15		2nd-3rd (Fri-Sat) - Module I Training by Avryl 27th (Tue) - LT + Members Forum 29th (Thu) - Chinese MSP	Goals			Goals and objectives
Nov-15		12th (Thu) - Chinese MSP 21st (Sat) - 1-2-1 Workshop 24th (Tue) - LT + Members Forum 27th-28th (Fri-Sat) - Module II Training by Avryl				
Dec-15		15th (Tue) - Chinese MSP 19th (Sat) - Goal Setting Workshop				
Jan-16		8th-9th (Fri-Sat) - Module I Training by Avryl 12th (Tue) - LT+Members Forum 15th-16th (Fri-Sat) - Module II Training by Avryl 30th (Sat) - Featured Presentation Workshop				
Feb-16		27th (Sat) - Referral Workshop				
Mar-16		19th (Sat) - New LT Training (Chinese)				



■ Be Passionate ■ Be Remarkable ■ BNI®

Chapter Activities Calendar

BNI Hong Kong Chapter Activities Calendar		Apr-16						May-16				
		2-Apr	9-Apr	12-Apr	16-Apr	23-Apr	30-Apr	7-May	10-May	14-May	21-May	28-May
1	VISITOR Day											
2	Start New BRAG Group											
3	Networking Like A Pro											
4	Member Goal Setting											
5	BNI Advanced Skill Workshop											
6	Members Success Program											
7	Closed door											
8	Teambuilding Event											
9	Bring-A-Friend Visitor Day											
10	Props Day (No Slides)											
11	Social gathering											
12	LT Meeting											
13	LT + members forum											
14	Attendance Day											
15	External Referrals Day											
16	Double Referrals Day											
17	Supplier Day											

Chapters under three years should focus on:

1. Building relationships
2. Understanding the BNI system
3. Manage expectations
4. First-year renewal

First-Year Retention Rate

Chapter Length with 1 year				
Chapter	Total 1 year Member	Total Renewal	1 year %	Total Retention
Venture	36	19	52.77%	75%
	36	19	52.77%	75%
Sep 2014 - Aug 2015 (New Membership)				
Chapter	Total 1 year member	Total renewal	1 year %	Total Retention
Abundance	13	10	76.92%	83.30%
Sunshine	28	19	67.85%	83%
Supreme	14	9	64.28%	83%
Inspire	17	10	58.82%	84.20%
Bravo	28	16	57.14%	70.58%
Elements	23	13	56.52%	81.39%
Dynamic	16	8	50%	72.91%
Infinity	38	19	50%	69.44%
Brilliance	12	6	50%	58.82%
Energy	17	8	47.05%	77.77%
Vision	15	7	46.66%	59.67%
Champion	15	7	46.66%	56.10%
Aim	57	26	45.61%	61.53%
Action	22	10	45.45%	57.40%

Blossom	9	4	44.44%	67.64%
Key	54	23	42.59%	63%
Mega	46	19	41.30%	70%
Elite	17	7	41.17%	67.34%
Synergy	15	6	40%	65.78%
Passion	18	7	38.88%	51.28%
Enterprise	21	7	33.33%	74.54%
Power	18	6	33.33%	63.80%
Apex	33	11	33.33%	57.57%
Creation	16	5	31.25%	56.10%
Impact	7	2	28.57%	30%
Alliance	8	2	25%	50%
Amazing	9	5	22.22%	66.66%
Attraction	16	3	18.75%	58.30%
Alpha	13	2	15.38%	28%
	615	277	43.19%	64.45%
Total				
HK Retention	651	296	47.98%	69.72%

New Chapter Maintenance

First year renewal is very important

A One Year, One Day Member
May be a Three Year+ Member

New Chapter Maintenance Suggested Activities:



Power Camp



Visitor Day



Power Camp



Visitor Day and Business Opportunity Day



Strategy and Tactics of Filling Chapters



1.

2.

3.

4.

5.

Launching big Chapters – Growth versus Survival



Launching Big Chapters

Raising the bar

Launching
chapters over 30



New Chapters in China and Hong Kong Regions



In 2016,
seven
new
chapters
were
launched





Change the Culture, Change the World



Seth
Godin

Success can be
duplicated outside
Hong Kong regions

BNI China Figures As of 31 August 2016



	Average Chapter Size	Number of Chapters	Total Members
Shenzhen Region	47.4	5	237
Guangzhou Region	96	2	192

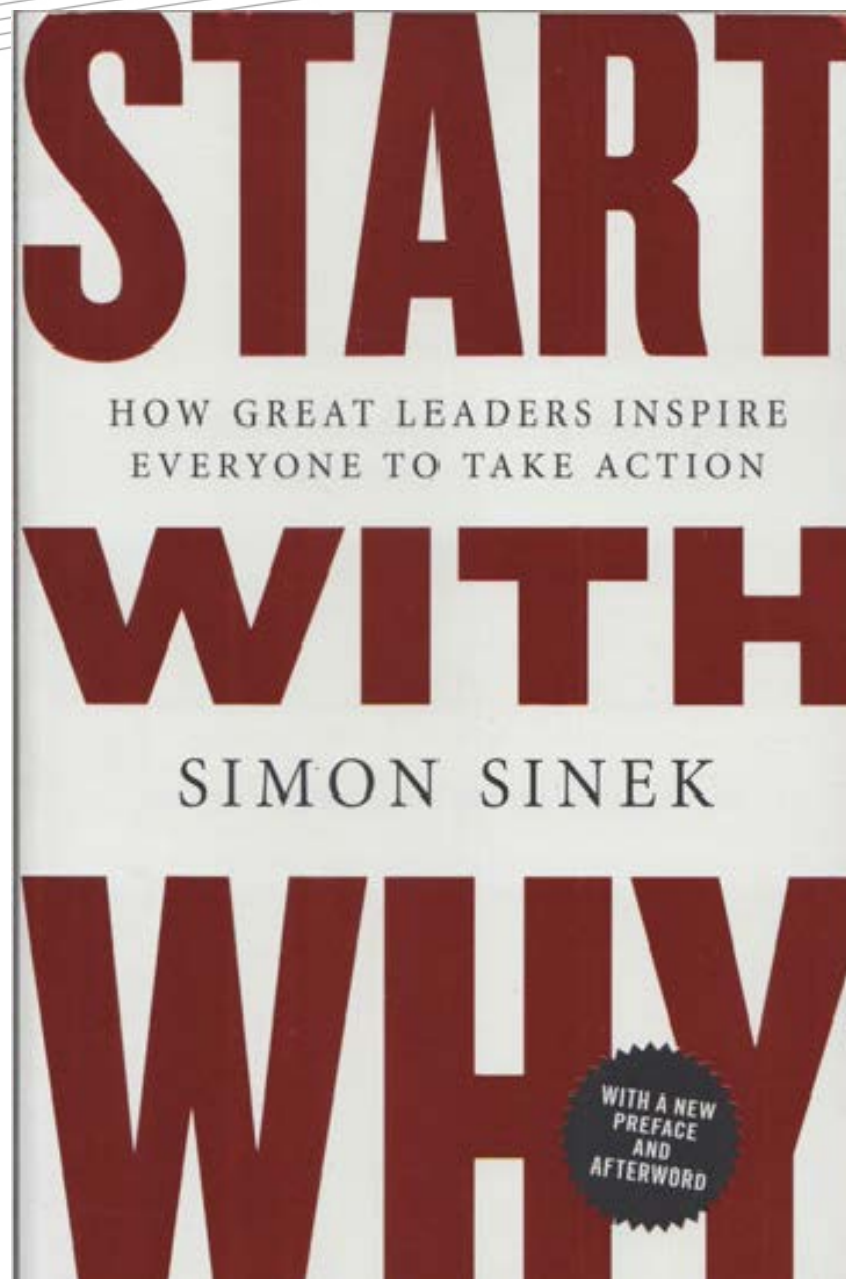
All chapters launched are Hall of Fame Chapters

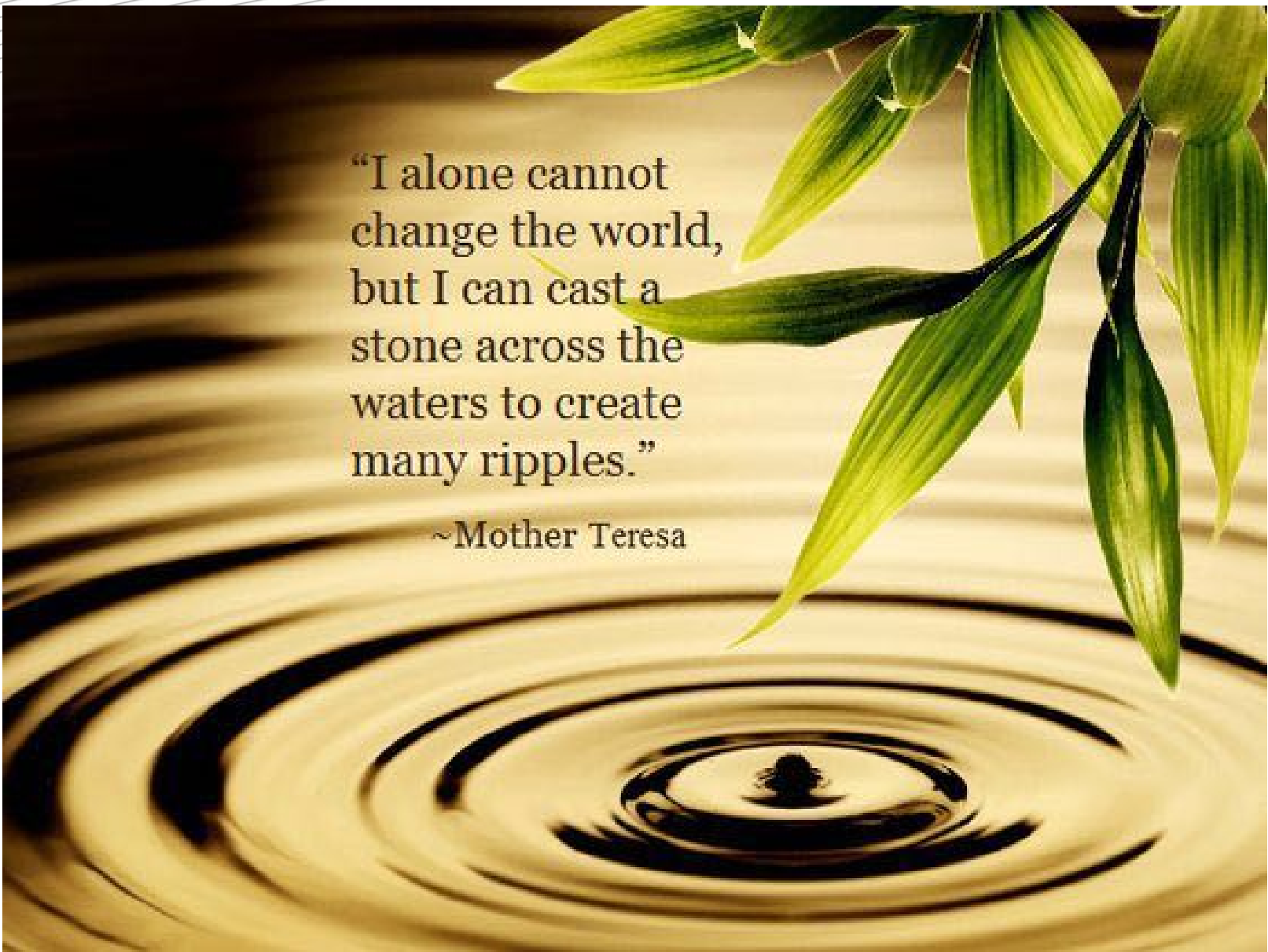
The largest
core group
in the world
with 90
people:
**Guangzhou
Wealth
Chapter**



The largest
chapter in
the world
with 111
people:
**Guangzhou
Abundance
Chapter**





The background of the central image is a close-up of water with concentric ripples. A green leaf is positioned in the upper right, with its tip just above the water's surface. The lighting is warm, creating a golden-brown hue on the water's surface.

“I alone cannot
change the world,
but I can cast a
stone across the
waters to create
many ripples.”

~Mother Teresa



Thank You