

What is Your Chapters Standard?

What we accept from the least is the maximum you can demand from the rest of the group.

How Much Time: 30 minutes -1 hour

Who is it for: Leadership Teams of Chapters that are struggling with growth, attendance, lateness, low referrals, low closed business. Every size chapter struggles with one of these at some point in their life.

Purpose: The purpose of this program is to get the chapter back on track. Most have accepted a standard of non participate by some of their members. What we accept from the least is the maximum you can demand from the rest of the group. Most leadership teams have not set the standard for their chapters they have allowed it to evolve.

What you Need:

- 6 – 12 months PALMS or Member Commitment Report printed out for each participant.
- White Board or Flip Chart and Markers
- LT needs highlighter or pen/pencil

Instructions:

Give a copy of the printed report to each of the team members. Explain to them that they are going to be taking a look at where the chapter standards are by reviewing their chapter reports and doing some introspection as a team.

After every person has a copy of the chapter report ask them to do the following.

Cross out the names of the members who have been in the chapter for less than 12 months. Once this is done the real work begins.

What we are going to look at are the behaviors and the members first.

Start with the A in PALMS and circle the highest number. We are not looking at the person only at the number.

- S in PALMS and circle the highest number.
- Referrals Given Inside circle the lowest number
- Referrals Given Outside circle the lowest number
- Visitors circle the lowest number
- One-to-One's circle the lowest number

Put the following on the whiteboard or flip chart:

A S RI + RO V One to Ones

Next ask the participants to call out the numbers they have circled.

A	S	RI	+	RO	V	One to One
5	11	12	7	0	6	

One more task – in this task we will look at the results of the behaviors

Take the total TYCB and divide it by the total number of Referrals Passed :

Example: $683,593.00/682 = 1,002.33$

The result of the behavior is that the average value of the referrals being passed in the chapter is \$1002.33

The Next Question: Are you Happy with this standard and result? (Allow time for the conversation.)

For the most part the chapters are accepting a standard rather than setting a standard. When they really drill down and see what they are accepting they are surprised and want to talk about how to set a new standard. Where do they start first.

How to Lead Them

CAUTION: Be very careful your team is likely to want to change everything now and go in with a hammer. This will not be good for them or the chapter.

Story: Imagine that you walk into a auto dealer and you buy a brand new car. You looked under the hood and it looked nice. You drove it off only to find out hidden from your knowledge that car had problems. You bought a defective product, how would you feel about that? Would you ever buy that model again? Would you have anything positive to say about that brand?

Analogy: BNI is a system but when the attendance is not being enforced, the sub policy abused, members participating in the system at a low level, then we have a defective product. If a visitor walks into your chapter and they buy a membership, they do not know that they are buying a defective system, they just think that BNI does not work. As an organization it is our responsibility to help each chapter set and maintain standards that create success for the individual while maintaining the brand standards.

So let's look at the current standard that you have and ask some questions based on the highest priority activities first.

Attendance & Substitutes – Are the members showing up and if not are they being held accountable? Are they sending substitutes regularly? This is the FIRST thing to work on correcting. Attendance is a key part of the system, every person who signs the application agrees to that before they ever get into a chapter.

What is your standard? What do you expect from your members when it comes to substitutes, coming in late, leaving early? What is good for one must be good for all.

Visitors: How many people in the chapter have a zero next to their name? Is it acceptable that members do not have to invite others into the room? What impact is it having on your chapters as a whole when you allow some of the members not to bring people while others are bringing people?

Every chapter will lose 5+ members per year, some move away, they get too busy, they find new jobs, they stop participating and any number of other reasons. Visitors are vital to the health of a chapter. What is the chapter's expectation of its members? What is the standard?

One-to-One's – Are your members meeting with each other and doing quality one to one's? Do they use the GAINS Exchange or any of the other one to one documents provided by BNI? For the average value of a referral to go up, this must go up. Referrals Given Outside go up as the One to Ones become productive and regular. What is the standard and

expectation that this chapter sets and holds members accountable to?

RGI & RGO – Are there spectators sitting in your chapter? Those who come in the room and get referrals but pass very few? Are some members showing incredibly High RGI/RGO but their TYCB is very low? Are they just passing paper? This is a symptom of poor understanding, education and relationships of trust.

Average Value of a Referral: If the product is not working to its fullest potential then the potential for AVR is limited. As attendance goes up, one to one's and visitors go up then the RGI/RGO go up and the AVR likewise goes up. If you and your fellow members want to generate more referrals and make more money set the standards and expectations for your chapter.

Conclusion If time allows let the team start to set their new standards and expectations. It is important to discuss which standard they are going to work on first and what the strategy is to educate their chapter members.

If attendance is not being enforced this should be the very first thing they work on. Nothing else works until that works.

If attendance and subs are in good order then choose Visitors or One to Ones.

Monitoring the Numbers: This is all moot if the leadership team and membership committee do not regularly review the numbers and help the members to achieve the standards.

Discuss how they are going to manage this? Mentoring? Back to MSP? Online Learning? Probations? Renewals? Usually in that order.

Standards cannot be maintained if they are not regularly monitored and reviewed. Hand out the PALMS/Member Commitment Report every month at least.

AUSTRALIA: If you are using the Member Commitment Report have your leadership teams look at the 5's and circle the smallest number. Include it in your standards line if you link. IF the chapter raises the standards in the other areas 5's and CATS will fix themselves.