



# Become a Visionary Leader in BNi®

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# Is Vision Truly Important?

- Vision is crucial to success in life and in business because...

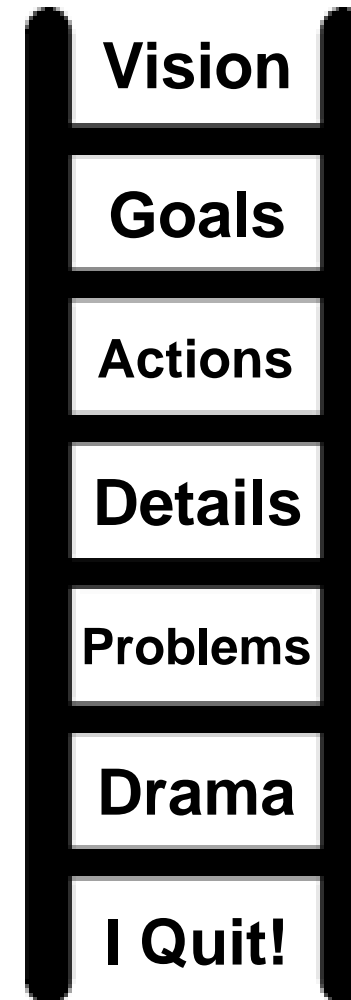
WHERE THERE IS NO  
**VISION**  
THE PEOPLE PERISH

PROVERBS 29:18

# The Coaching Ladder of Success



*Credit: Eddie Esposito*



# The Coaching Ladder of Success

- **Vision**
- Goals
- Actions
- Details
- Problems
- Drama
- I Quit!

What did you want to achieve when you first started?

# What is Vision Really All About?





# What is Life Like as a Visionary Leader?



**Focused**



**Stand Tall**



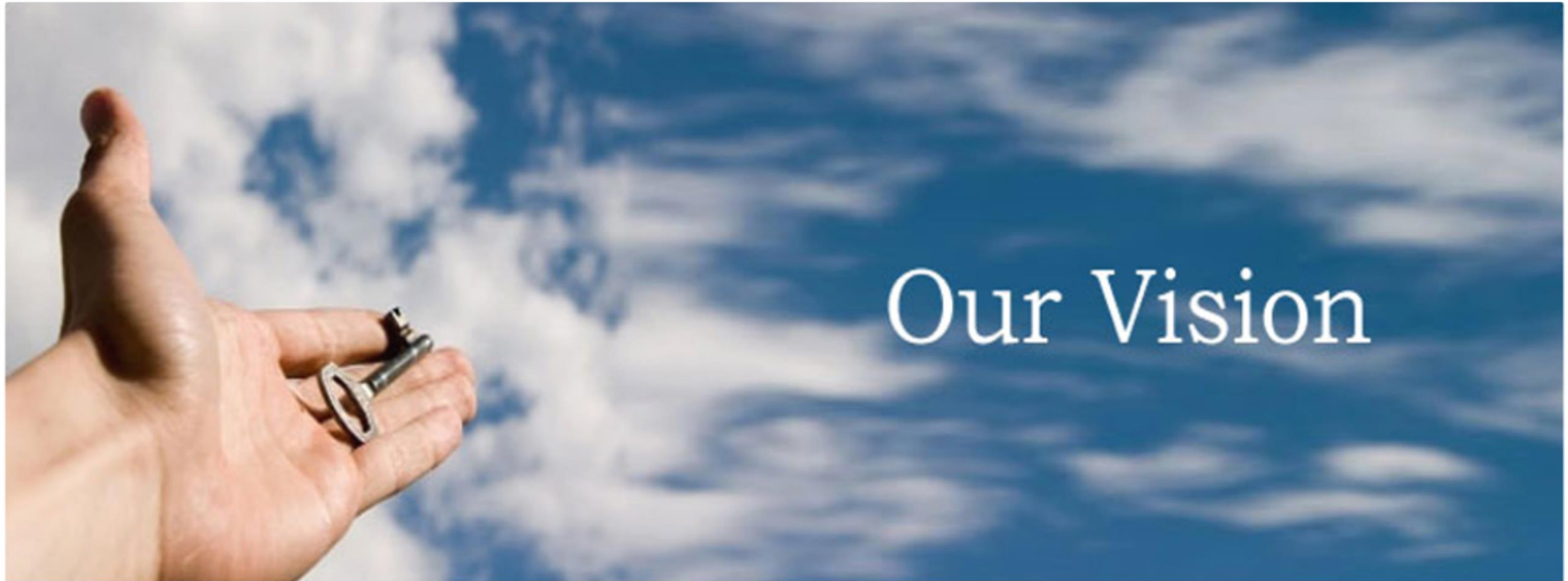
**Hang Out**

# What is Life Like as a Visionary Leader?





# BNI San Francisco Bay Area





# A Vision Accomplishes Three Things



1. A vision **attracts** others



# How Does This Work in BNI®?



- Attracting visitors
- Attracting Leadership Team members
- Attracting Members to stay (retention)

# A Vision Accomplishes Three Things



2. A vision **unites**  
people together





# How Does This Work in BNI®?



# A Vision Accomplishes Three Things



3. A vision **challenges** people to do more



# How Does This Work in BNI®?



- Understanding your members' mindsets
  - Low and high examples. **Utilize worksheet**
- Keeps people from becoming complacent
- Gets them focused on improving
- Allows them to see what is possible: visualization





# Who is in?

## Step One



# BNI® Chapter Vision Worksheet



It is already done for you!



# How Do You Begin This Process?



1. Get buy-in at your Leadership Team trainings
2. Hold an Influencers Meeting
3. Advanced Training for Presidents and Education Coordinators only
4. Be the leader and share why you feel this is important, then share your vision with them.



# Creating the BNI® Chapter Vision



1. Give Education Coordinator the worksheet
2. EC instructs chapter members to fill it out **at the meeting**
3. Turn in all worksheets to pre-selected point person
4. Gather point person plus 4 or 5 people. This group highlights the frequently used words and phrases
5. Use the template to insert the words and phrases

The chapter has created their vision!

# BNI® Chapter Vision Format Document



- There are 8 sections to the **Vision**
- This is not a vision statement!
  - It is a “360 Degree Vision”
- This provides clarity, focus, direction, inspiration and unity
- Download the Format Document on the BNIGC16 mobile application

# The 8 Sections of the 360 Degree Vision



1. Our chapter is known for \_\_\_\_\_
2. Our leadership team looks like \_\_\_\_\_  
And operates in this way \_\_\_\_\_
3. Our members look like \_\_\_\_\_  
And operate in this way \_\_\_\_\_
4. The visitors to our chapter receive \_\_\_\_\_

# The 8 Sections of the 360 Degree Vision, continued



5. Our chapter celebrates our success by \_\_\_\_\_
6. Our chapter gives back to the community by \_\_\_\_\_
7. Our chapter creates \_\_\_\_\_ lifestyle, freedom, fun, friendships, money, etc., for our members and \_\_\_\_\_



# The 8 Sections of the 360 Degree Vision, continued

#8 Is Brand New As of September 2016!

8. I get to \_\_\_\_\_ because of this chapter reaching its vision.

- This is where each individual member who reads the vision gets to say one inspiring thing they will do in their life because of the chapter reaching its vision.

# How, When and Where Do Chapters Use It?

- How chapters use it?
  - Members read it with enthusiasm!
- When do they use it?
  - Weekly
- Where do they use it?
  - During Purpose and Overview reading

# Examples of Chapter Visions

Two examples of Chapter Visions are on the BNIGC16 mobile application. For now, just listen and decide which chapter you would join.

# How Else Can it be Used?

Tom Fleming, Central West Florida and Tampa, shared that his chapters also use it in the following ways:

- Chapter Mantras such as:
  - BNI Success Chapter - “Soaring to Sixty”
  - BNI Fortune Chapter - “Flying to Fifty”
- They use it in their email signatures
- Weekly chapter emails



“Vision is the ability to talk about the future with such clarity it is as if we are talking about the past.”

**Simon Sinek**

I believe two things...

1. We all have the ability to create a written vision
2. We all have the ability to create our own most amazing future

# What is Life Like as a Visionary Leader?

“The highest of visionary leaders easily co-create amazing life experiences for themselves and those who choose to follow them. Are you coming?”

**Dawn Lyons**

Remember:

Vision attracts, unites and challenges people

Are you up for being a Visionary Leader?





Do you believe it will make an impact?



# BNI® Chapter Visions

Will you be the one to  
start it in your Chapter or  
Region?

