



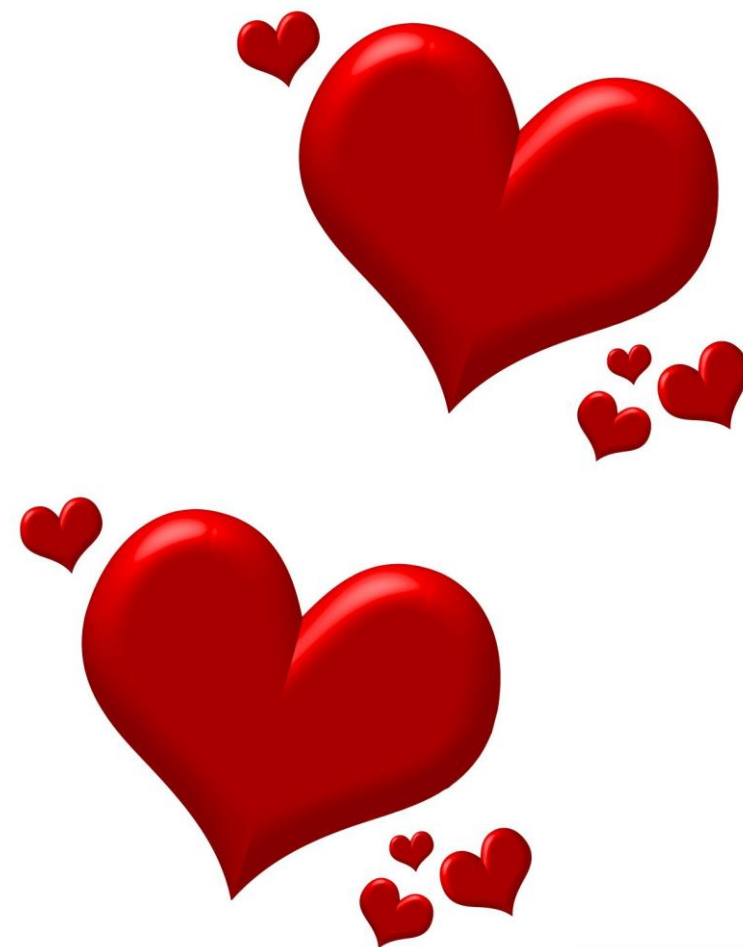
# Give Peas a Chance

Dan Kelly,  
BNi Norfolk UK,  
Executive Director

# What We Will Cover

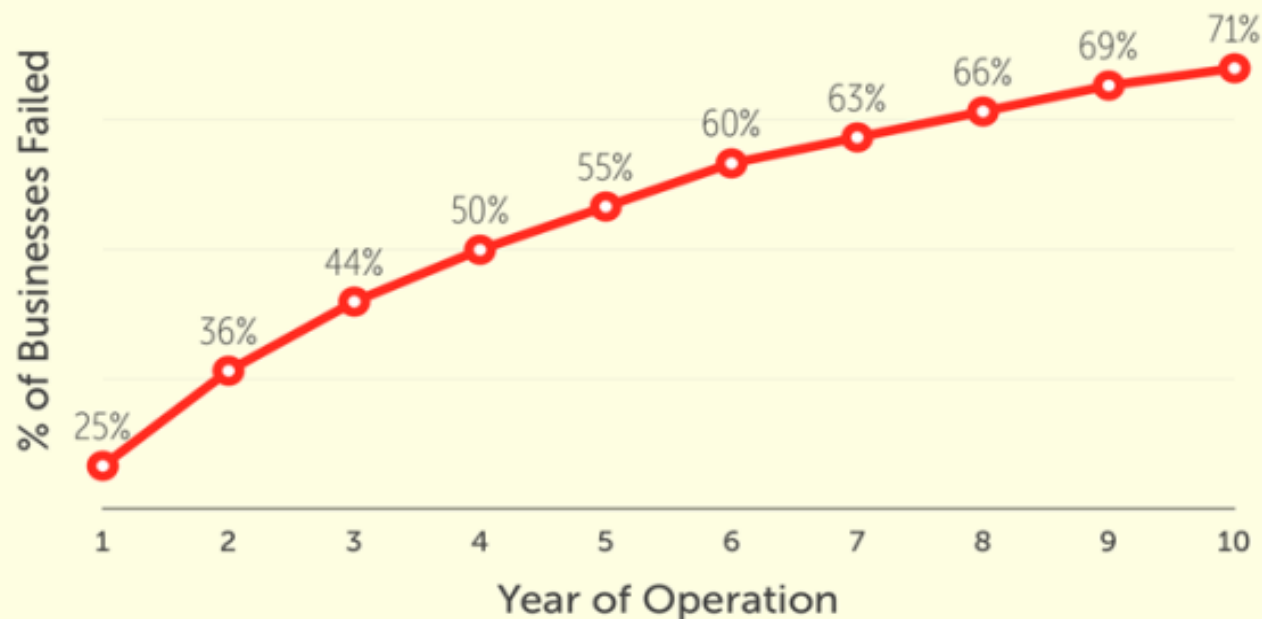
- Agree common business and economic landscapes
- Understand a scientific and natural law about top performance
- Make a decision to perform at a high level continuously

# Why I Do What I Do



# Injustice

## Business Failure Rates Year over Year



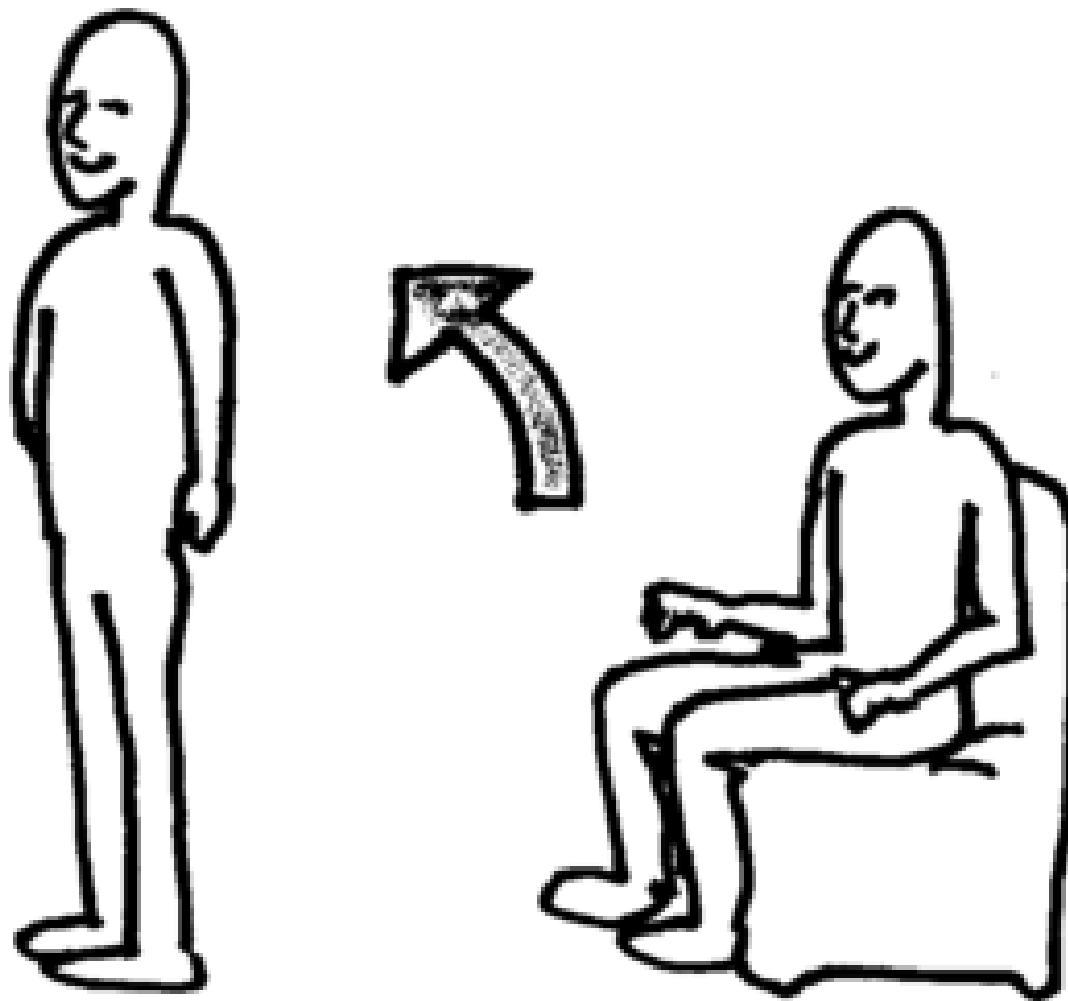
**Source:** Entrepreneur Weekly, Small Business Development Center, Bradley Univ, University of Tennessee Research via Statistic Brain.



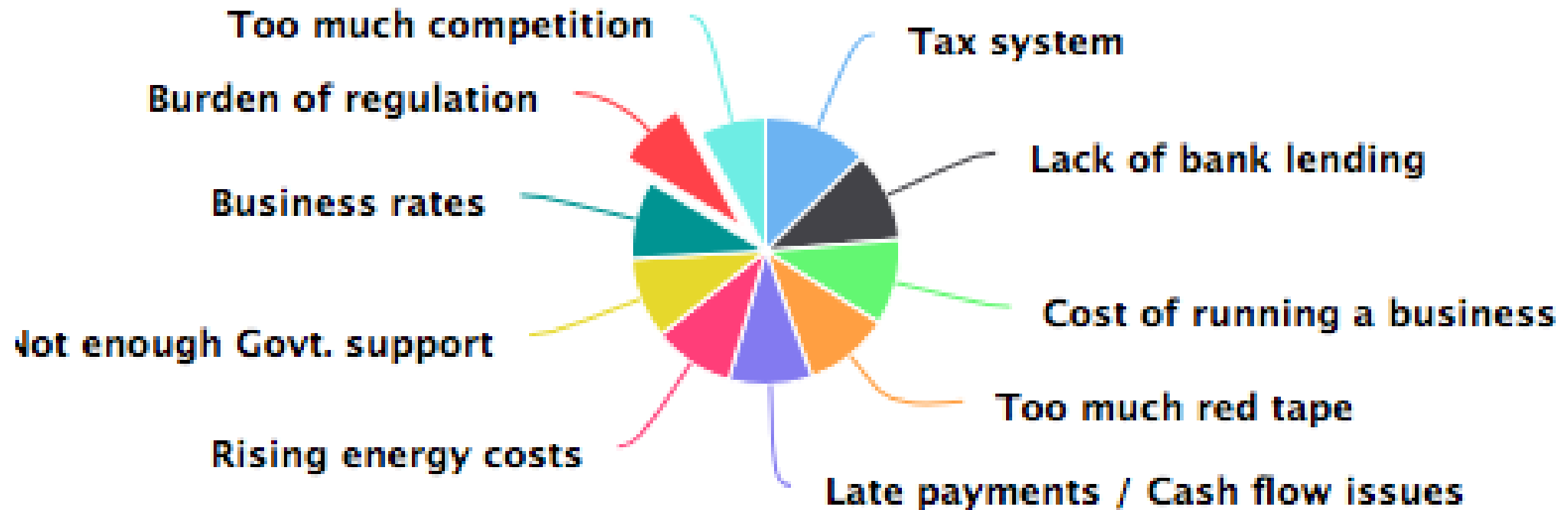
A close-up photograph of a person's hand holding a white BNI Referral Slip. The slip is being held over a dark clipboard. The text "BEATING INJUSTICE ONE REFERRAL AT A TIME!" is overlaid in large, bold, white capital letters, framed by two white diagonal lines. The background is slightly blurred, showing a person's arm and a dark jacket.

**BEATING  
INJUSTICE  
ONE REFERRAL  
AT A TIME!**

# Scientific Experiment Time



# Common Business and Economic Landscapes



# Common Business and Economic Landscapes



How different is the way of doing business now compared to 10 to 20 years ago?



# The Economy and Landscape Has Changed



# Sharing Economy

- Innovation
- Collaboration
- Giving and sharing
- Embrace technology
- Know, like and trust



# Networked Economy

## The 12 laws of the Network Economy

1. The Law of Connection
2. The Law of Plentitude
3. The Law of Exponential Value
4. The Law of Tipping Points
5. The Law of Increasing Returns
6. The Law of Inverse Pricing
7. The Law of Generosity
8. The Law of the Allegiance
9. The Law of Devolution
10. The Law of Displacement
11. The Law of Churn
12. The Law of Inefficiencies

Kevin Kelly



# Networked Economy

- Kevin Kelly
  - <http://kk.org>
- 12 laws of the Network Economy.
- Metcalfe's law
  - $N^2 - N / N = \text{network}$
- “Do not rely on the randomness of your network. The structure of your network will determine your organizational/business performance.”



# What We Will Cover

- Agree common business and economic landscapes
- Understand a scientific and natural law about top performance
- Make a decision to perform at a high level continuously



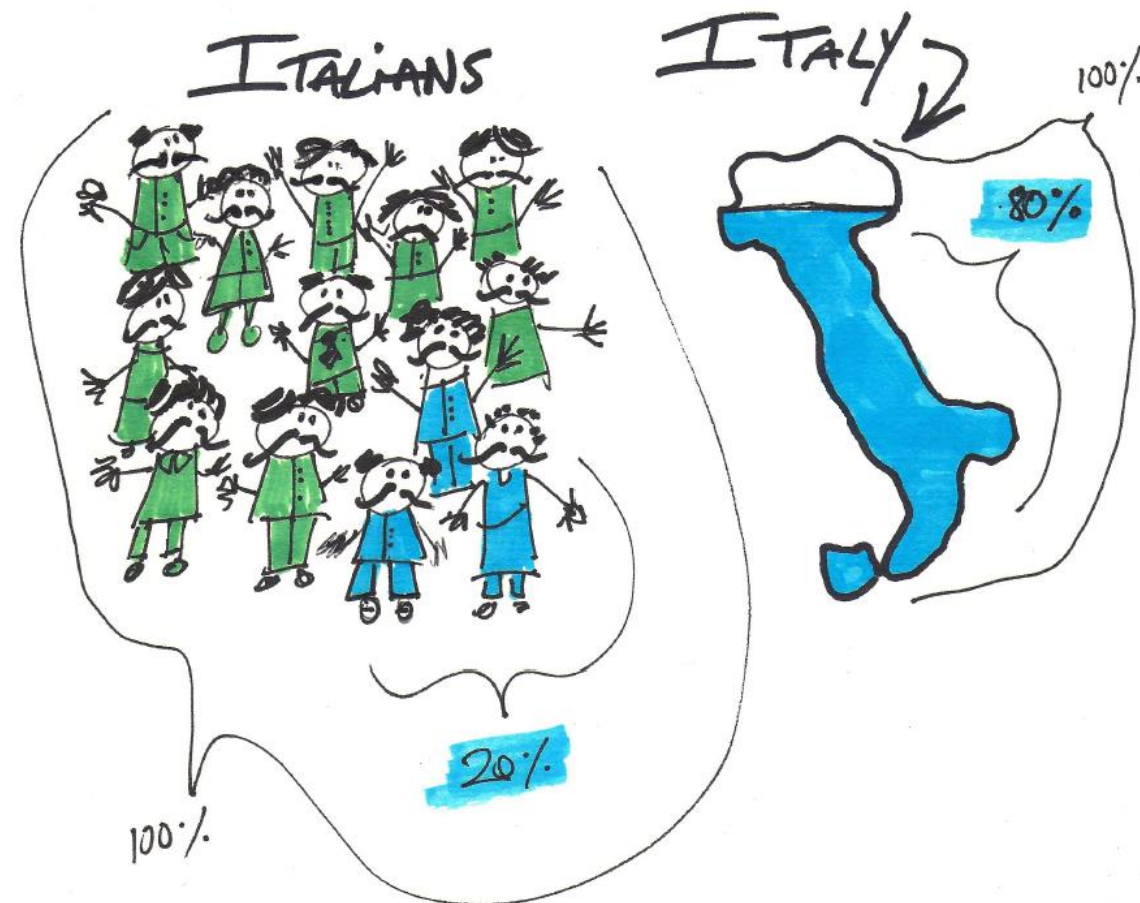
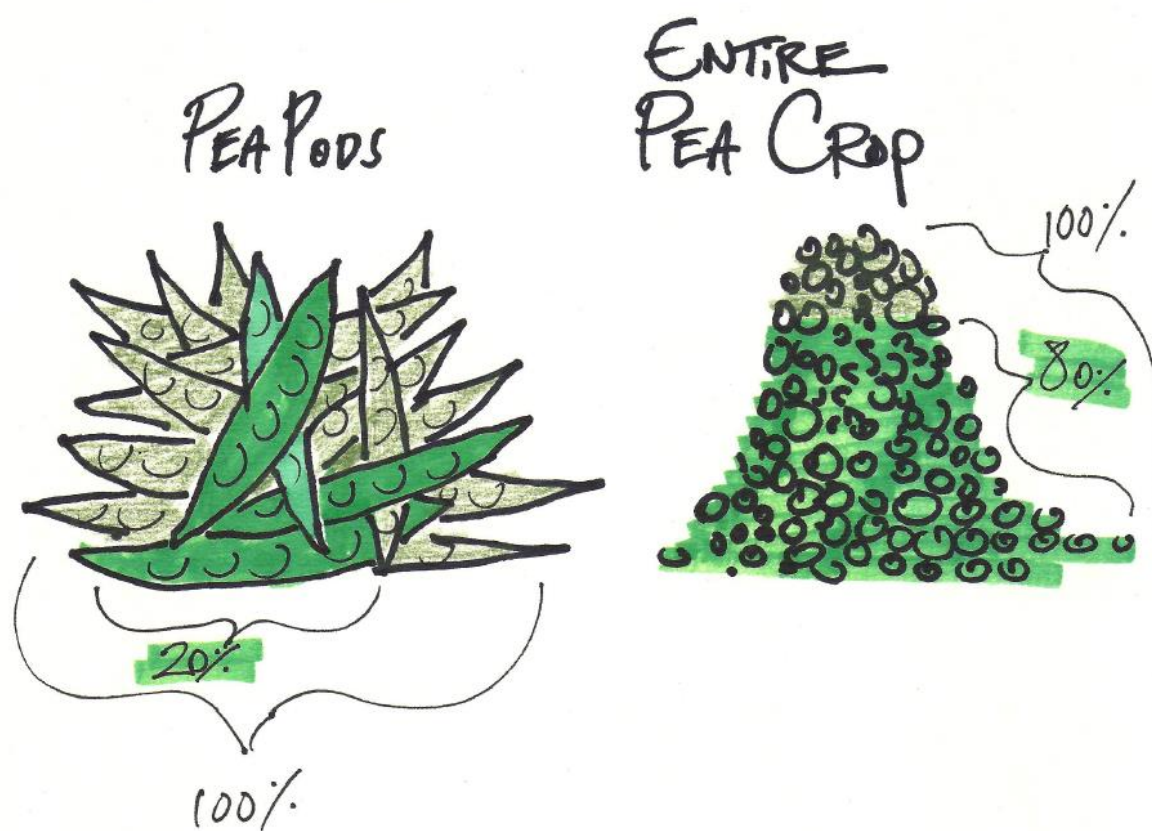
# Running Through Treacle



Vilfredo Pareto



80/20





80% of results originate from 20% of the causes



80% of sales results come from 20% of the sales people



80% of sales are closed by the best 20% of the sales people

# How does 80/20 apply to my business?

The background of the central text box is a photograph of several white wind turbines in a green field under a blue sky with scattered clouds. The text is overlaid on the left side of this image.

**375 MEMBERS**  
**£13MILLION**  
**20% = 75 MEMBERS**  
**80% = £10.4MILLION**

November 2015



# How does 80/20 apply to my business?

The background of the central text block is a photograph of a green field with several white wind turbines. The sky is blue with scattered white clouds. The text is overlaid on the left side of the image.

**400 MEMBERS  
£20MILLION  
AN INCREASE OF  
£7MILLION**

September 2016

# How does 80/20 apply to my business?



## Key Points:

- Exclusive to green members
- Limited places (45)
- Guest speaker to entertain, inspire and education for 30 minutes
- Two power 30 minute One-to-Ones pre-arranged from the delegate list



# How does 80/20 apply to my business?

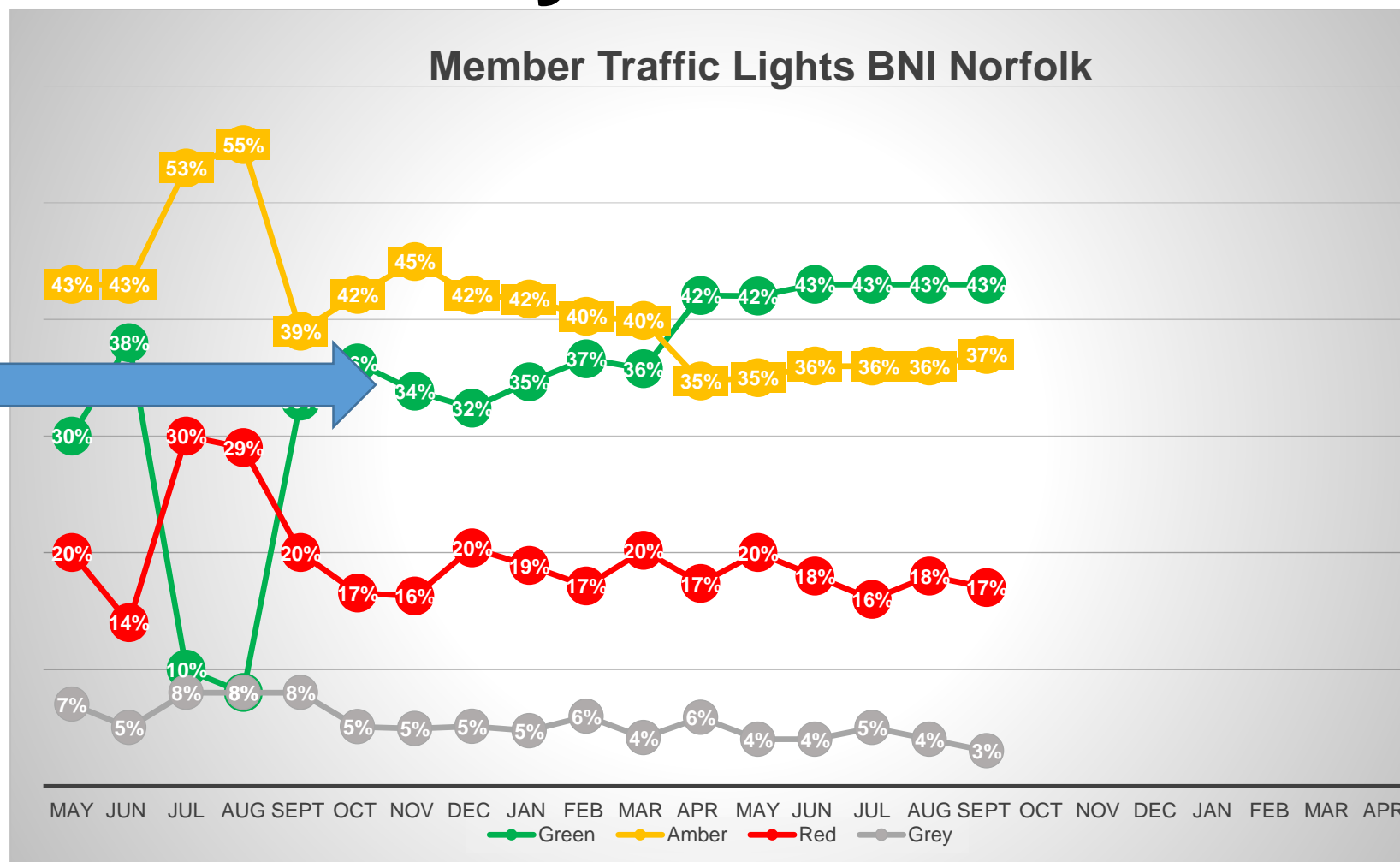


## Results:

- Sells out every month in 24 hours
- Waiting list
- Members love the VIP feel
- Widening their network
- Increasing TYFCB (£7million)
- More members paying attention to getting into green

# How does 80/20 apply to my business?

1<sup>st</sup> Pareto Club  
Nov 2015



# What We Will Cover

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# You Are a Referral Marketer

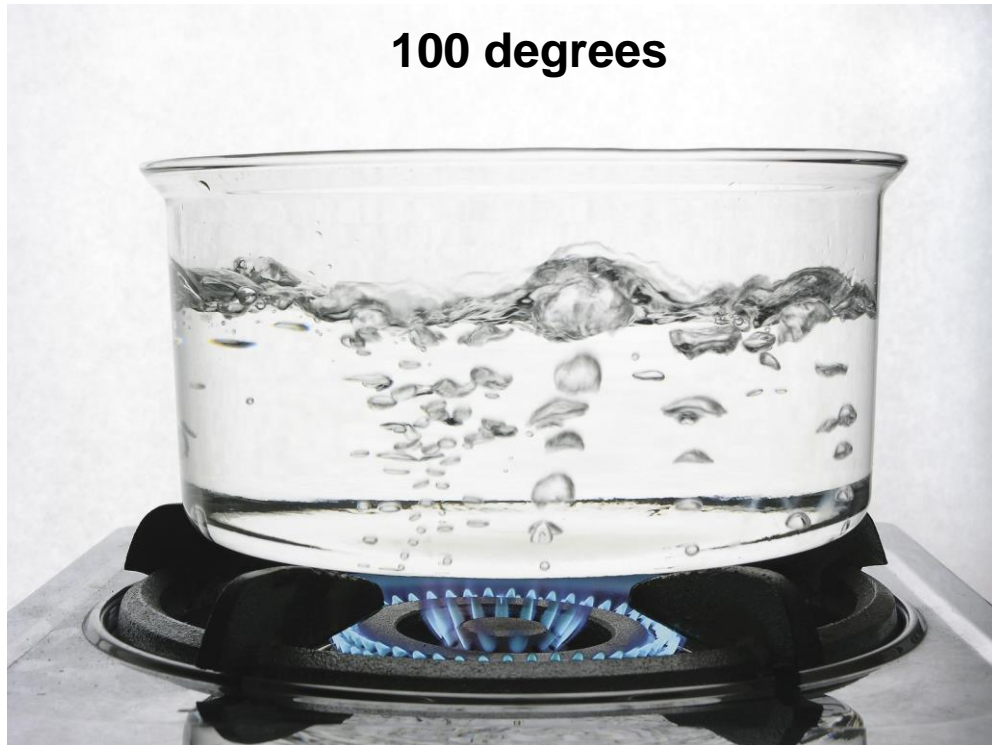
The background of the central image is a photograph of a long, straight asphalt road with double yellow lines, stretching into the distance through a desert landscape. The road is flanked by sand dunes and sparse desert vegetation. The sky is a clear, pale blue. Overlaid on this image are two dark red rectangular boxes containing white text, and a smaller black box containing white text below them.

Nothing will divert  
me from my purpose.

Abraham Lincoln

 quote fancy

# You Are a Referral Marketer



Just **1 degree** of extra energy & sustained effort will produce exponential results



# You are a Referral Marketer



# You are a Referral Marketer





# National Directors

- **Objective:** To increase the average chapter size from 26 to 28 in 12 months
- **Strategy:** Empower Executive Directors to drive local recruitment and retention
- **Tactics:** Agree individual plans with each ED. Host monthly accountability calls with EDs to offer support to achieve goals

# Executive Directors

- **Objective:** To increase the average chapter size from 26 to 29 in 12 months
- **Strategy:** Empower Regional Directors and Director Consultants to drive chapter recruitment and retention
- **Tactics:** Agree individual plans with each DC. Host monthly accountability calls with DCs to offer support to achieve goals

# Director Consultants

- **Objective:** To increase the average chapter size from 26 to 30 in 12 months
- **Strategy:** Empower Leadership Teams to drive chapter recruitment and retention
- **Tactics:** Agree individual plans with each Chapter LT. Host weekly accountability calls with Presidents to offer support to achieve goals

# Member

- **Objective:** To gain referred business worth over \$150K in 12 months
- **Strategy:** Operate as a Green member in Traffic Lights. Build strong reciprocal referral partner relations within the Chapter
- **Tactics:** 5 hours a week dedicated RM time. One-to-Ones. Bring 2 guests per month. Attend 1 training workshop per month



# You are a Referral Marketer



# SHOUT YOUR OBJECTIVE



OST

**VOLUNTEER  
PLEASE**









**RUNNING THROUGH TREACLE  
20% GAIN 80% RESULTS  
BE 'ON PURPOSE' USE OST**

A close-up photograph of a hand with white-painted fingernails holding a round, red, glittery button. The button has the text 'I'M A WINNER' printed on it in white, bold, sans-serif capital letters. The background is blurred, showing what appears to be a person's face.

**I'M  
A  
WINNER**