

## **BNI® Weekly Chapter Meeting Agenda**

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Wasting time in unproductive meetings has become a common joke in business. To avoid wasting your time, since we were founded in 1985, every BNI® Chapter meeting is run by an agenda. Each item on the agenda was an innovation that generated more referrals for members.

The BNI® Meeting Agenda is the core element that makes the BNI® system work for each Member. With the best of intentions, there have been chapters that have altered the agenda for their chapter. They felt their innovation was better. When comparing the number of referrals passed in the least amount of time, no agenda has proven more effective than the BNI® Weekly Meeting Agenda. Only BNI® Chapter Members get to use this agenda. It has been refined through millions of meetings to maximize effectiveness. Use the agenda in an energizing way to engage the members and wow the visitors, and you will generate more referrals for your chapter.

### **Meeting Agenda Outline**

1. Open Networking
2. Introduce Leadership Team and Welcome Visitors
3. Core Value of the Week

4. Purpose and Overview of BNI®
5. Networking Education
6. Recognize BNI® Network Leaders
7. Introduction of the Business Card Box
8. Welcome New and/or Renewing Members to the Organization
9. Members Introduce Themselves and Give their Weekly Presentation
10. Vice President's Report
11. Membership Committee Report + Passport to Success Progress
12. Most Wanted New Referral Partners
13. Secretary/Treasurer Announces Speaker Rotation, Introduction of Featured Speakers
14. Speakers Give 8-Minute Featured Presentations
15. Referrals and Testimonials
16. Referral Quality Check
17. Visitor Recognition
18. Secretary/Treasurer's Report
19. BNI® Announcements, Reminders, and Special Reports
20. Close Meeting

## Meeting Agenda Detail

The meeting begins punctually with 15 minutes of Open Networking. The Leadership Team and **Visitor Hosts** ★ must be there a minimum of 15 minutes before the designated meeting time to welcome visitors. **NOTE: The Chapter Leaders will make or break the quality of most meetings! Be positive, professional, and enthusiastic.** You can download a PDF version of this [Meeting Agenda Detail here](#).

-0:15

**1. ★Open Networking**

**Goal:**

- This portion of the meeting is an open time for Members to build stronger relationships with each other and to meet visitors
- Ideally Members use this time to foster stronger relationships, set up One-to- Ones, follow up on referrals, and engage visitors
- Use this time to foster stronger relationships with Members you know and initiate relationships with Members you haven't connected with. Plus, make a point to meet visitors and welcome them to your Chapter.

**President Script:** "Welcome to the BNI® \_\_\_\_\_ Chapter! Members, please take a moment to greet our Visitors this morning, exchange contact information, and set up One-to-Ones. We will begin our formal part of the BNI® Meeting in 15 minutes, after Open Networking."

0:00

**2. ★Introduce Leadership Team and Welcome Visitors**

**Goal :**

- The President welcomes everyone to the Chapter meeting and invites them to take their seats
- Leadership Team introductions and then the President welcomes Visitors

**President Script:** "Welcome to the BNI® \_\_\_\_\_ Chapter where our theme is "Step Up Stand Out" (We all want to Step Up and make this the best Chapter in the world!) The goal at BNI® \_\_\_\_\_ is [insert Chapter Goal Statement]!"

At this time, will the Leadership Team Members please stand and introduce yourselves with your name, business name, and leadership team role."

After Leadership Team Introductions, "We would also like to welcome our Visitors, Guests and Substitutes. **Our Visitor Host Team will introduce our Visitors**, please stand as we introduce you by name, your business name, who invited you here today, and who you are looking to be

connected to. Substitutes, please stand as we state your name, your business name, and who you are substituting for today."

After Visitor Introductions, "We are glad for each of our Visitors today. We are interviewing outstanding businesspeople whom we can give all our referrals to. Your goal today is to experience our meeting and see that we are focused on helping each other grow. At the end of our meeting today our Visitor Host Team will meet with you briefly and show you how you can lock out your competition and apply for membership. Sound good?"

I'd also like to introduce our visiting Director Consultant today.

Members and visitors, please take a moment to silence your electronic devices."

**President Note:** Observers, including those from newly forming Chapters, should designate one representative to speak on behalf of all observers.

**Key Points:**

- Allows extra visibility for Members who hold leadership positions
- Educates Visitors on Chapter roles and responsibilities
- Reminds Members who they can go to for assistance in a specific area
- Shows structure, support, and Member involvement

0:03 **3. Core Value of the Week**

**Goal:**

- Remind our Members of the core principles that bind us together
- Engage our Members by asking a different Member IN ADVANCE each week to highlight one of our Core Values in about 30-seconds

**President Script:** "Each week, we are reminded that the essence of what binds us together as a community is our Core Values. Today I would like to call on [Member name] to share a Core Value moment."

0:04

#### 4. ★Purpose and Overview of BNI®

##### Goal:

- The President recognizes a Member to tell share the impact BNI® has had on their business in 90-seconds or less
- Consider if there's someone you know who would appreciate hearing this story to encourage them to visit your BNI® Chapter

**President Script:** "BNI® is the most successful organization of its type in the world. Currently, there are over 11,300 Chapters and more than 340,000 Members worldwide. In the last 12 months, BNI® Members passed over 17.4 million referrals and this translates into over \$26.4 BILLION in business being passed between Members around the world. Right here in BNI Tampa (Hillsborough & Pinellas Counties) we have over 56 Chapters, with over 1,700 Members passing over \$153.4 million in business right here around the bay! The BNI® philosophy is Givers Gain® : If I give business to the Members of my Chapter, in return they will want to give business to me."

##### Key Points:

- To get the most updated statistics, [click here](#)
- Gives Visitors an opportunity to hear Members' positive testimonials about how BNI® is effective

0:06 **5. Networking Education**

The Education Coordinator delivers a 3- to 5-minute presentation on increasing our networking skills.

**Goal:**

- In the spirit of our Core Value of Lifelong Learning, an Education Moment is presented to help our Members enhance their networking skills
- Hearing from different Members keeps the Networking Education engaging

**Key Points:**

- Can be used to highlight those who have excelled in Member participation (for example, inviting Visitors or passing referrals) by having them share their techniques
- Can be used as an opportunity to positively address a general Membership Committee topic that would help Members to be even better networkers

0:11 **6. ★Recognize BNI® Network Leaders**

**Goal:**

- During the first meeting of the month, the Vice President recognizes Members who made significant efforts in the previous month
- Make a note to congratulate Members on their achievements in becoming Master Connectors themselves
- Study what successful Members do that makes them so effective. Then make plans to go match or exceed their efforts next month.

The example below is for the monthly recognition of high-performing Members through the awarding of [Notable Networker Certificates](#). If there is more opportunity for recognition outside of the Notable Networkers, this time can be used.

**Vice President Script:** : "For the previous month, we'd like to recognize, please come forward to receive your certificates and photo, our top-performing Members for ...

- Most Chapter Education Units completed
- Most Visitors brought
- Most One-to-Ones conducted
- Most Referrals given
- Most Thank You for Closed Business generated

We encourage you to schedule a One-to-One with these Notable Networkers."

**Vice President Note:**

- Consider framing the Notable Networker Certificates in advance.
- Have recipients come to the front of the room to be recognized.

**Key Points:**

- Gives praise and appreciation to the Members
- Encourages Members to continually participate in the BNI® program
- Creates an opportunity for additional visibility via social media posting photos
- Encourages Members to find additional referrals to thank the Notable Networkers

0:15 **7. Introduction of the Business Card Box**

**Goal:**

- Passing the business card box around weekly allows Members to refill their own business card holders (aka Referral Generator)
- Having an exclusive "Members Only" benefit creates another potential desire of Visitors to be included and desire to apply for membership in the Chapter

**President Script:** "Each week we pass around the business card box. Visitors: This is a box that contains the business cards of the Members of this Chapter, please take as many as you would like. Members: Please replace the cards you have given away during the week in the course of passing referrals. Visitors: Please do not put your cards in the card box, as this is a privilege reserved for Members."

**8. ★Welcome New and/or Renewing Members to the Organization****Goal:**

- A fun celebration of new Members and anniversaries
- New and/or renewing Members (who have been approved by the Membership Committee and completed their payments, welcome email for new Members) come to the front of the room for a formal induction into the Chapter
- Chapter Members stand and recite the BNI® Code of Ethics with the new Member. The existing Members agree to support the new Member as they become a contributing part of the team.
- Aim for making an impact and having fun!
- Welcome new and renewing Members warmly into the Chapter with a round of applause

**President Script:** "I'd like to welcome our new and renewing Members to the BNI® \_\_\_\_\_ Chapter. Please come to the front of the room so we may formally induct you. New Members: Please share why you applied for membership in our BNI® Chapter. Renewing Members: Please share why you chose to renew your membership in our BNI® Chapter. New Members, please stay after the meeting today for a New Member Orientation. Members, please stand for the BNI® Code of Ethics."

**Key Points:**

- Celebrates Chapter growth
- Reconfirms commitment to the BNI® Code of Ethics
- Demonstrates a warm welcome to the Chapter
- Asking Members and Visitors why they chose to (re)apply provides positive feedback for the entire Chapter and good reasons for Visitors to join.

**President Note:** Be sure to notify new and renewing Members in advance to be prepared to briefly share why they applied for or renewed their BNI® membership.

**9. ★Weekly Presentations****Goal:**

- This is the second most important part of the meeting; timing matters
- Use your 30-second Weekly Presentation to educate your referral marketing team on who you are, what you do, how you add value, and how to find referrals for you
- While listening to each Member, consider whether over the last week, you've heard anyone using the language of referrals to signal the opportunity for referrals

**President Script:** "Members will now give their Weekly Presentations. This is your opportunity to continue the process of educating your referral marketing team on who you are, what you do, how you add value, and how to find referrals for you. Please include your name, business name, and specific referral request. Substitutes, during Member introductions, give the Weekly Presentation for the Member you are substituting for. We will be timing our Weekly Presentations today, so keep your eyes on our timekeeper, you each have 30 seconds."

**President Note:**

- Include BNI® Ambassadors and Directors with the Members, if in attendance
- When people exceed their time, please stand and say Thank You
- When the Chapter membership exceeds 60 Members, it is important to expand the meeting time from 90 minutes. Each Member needs to have at least 30 seconds to complete their Weekly Presentations as a Member benefit. Please talk to the Region Team before adjusting your meeting times, as it is reflected on the Region and your Chapter websites.

0:51 **10. Vice President's Report**

**Goal:**

- To keep Members excited about generating referrals, the Vice President provides the "PALMS Report" statistics: average number of monthly referrals, average number of monthly visitors and the total referrals to date.
- Identify where you are on the report and consider how you can pass more referrals and sponsor more Members to practice Givers Gain and increase the results of your Chapter.
- This weekly report is derived from the Summary PALMS Report in BNI Connect® and is no more than two minutes in length.

**Vice President Script:** "I'd like to share the results of our business activities ...

- Number of referrals month to date
- Number of visitors month to date
- Number of CEU hours month to date
- Total Thank You for Closed Business to date
- **Total Thank You for Closed Business rolling 12 month total**

To ensure that our results remain up to date, please remember to submit your activities online each week."

**Vice President Note:** Please complete and refer to your updated Chapter Goal Boards, that should be placed on easels at the front of the room every week. We do this for our Visitors to see our activities throughout the meeting as the slide will only be displayed for seconds during the meeting. We want to have Visitors intrigued!

0:52 **11. Membership Committee Report + Passport to Success Progress**

**Goal:**

- Delivered by the Vice President or a Membership Committee Member, the Membership Committee Report updates the Members regarding pending applications, number of upcoming Member reviews and Members in jeopardy for attendance
- Delivered by the Mentor Coordinator, the Passport to Success Progress updates the Members regarding the progress of New Members in the Passport to Success Program

**Vice President Action:** Ensure a Membership Committee Member is pre-selected for this report each week.

**Key Points:** Mention the professions of the visitors in the room as professions that the Chapter is seeking to fill. This will make the Visitors feel welcome and important (not be added to slides as the Growth Coordinator does this later in the meeting).

0:53 **12. Most Wanted New Referral Partners**

**Goal:**

- Delivered by the Growth Coordinator or a Chapter Marketing Team Member, this section allows us to focus on the **TOP 3 Most Wanted Professions** in our Chapter
- Weekly attention to focus our inviting efforts to sponsor our needed Referral Partners

**Growth Coordinator Action:**

- Update the WANTED sign before the meeting with the Top 3 Most Wanted Professions as well as naming 3 local business potentials to contact and how much the reward is up to for each profession
- Announce the Top 3 Most Wanted Professions, 3 local businesses we would love to contact and how much the reward is currently for the Sponsoring Member

0:55 **13. Introduction of Featured Speakers**

**Goal:**

- The Secretary/Treasurer announces the speakers for the next six weeks and introduces this meeting's speakers using the Member's Biography Sheet (found in the Member's BNI Connect® Profile)
- Customizing Member Presentations to address the needs of the Members will result in a better presentation

**Secretary/Treasurer Action:**

- Announce upcoming speakers for the next six weeks
- Deliver an engaging, professional introduction for this week's Featured Speakers using the Biography Sheet

**Secretary/Treasurer Note:**

- Schedule your upcoming featured speakers for 8-12 weeks
- Request a title for each speaker's presentation
- Enter next month's upcoming speakers on BNI Connect®, so Members receive reminder emails

**Key Points:**

- By entering your upcoming speakers on BNI Connect®, your fellow Members will be highlighted on your Chapter website
- Members can invite visitors based on the Speaker's topic of interest

0:56 **14. Speakers Give 8-Minute Feature Presentations:**

**Goal:**

- Two Members provide a presentation that gives Members greater clarity as to their target market and business to help generate more referrals
- Always listen with a "beginner's mind"

**President Script:** "Now that we know more about \_\_\_\_\_, let's do our best to bring them a referral next week."

1:12 **15.** ★Referrals and Testimonials

**Goal:**

- All Members stand for this, the most important part of the meeting
- Members report referrals given or provide a testimonial for any Member of the Chapter
- Make the decision to set aside the time throughout the week to ensure you always have a referral to report or a testimonial to provide

**President Script:** "This is the most important part of the meeting because it represents the Principle Core Value of Givers Gain®. All Members of this Chapter stand and participate. Keep it brief and positive. All Members will share a referral they have for another Member, if you do not have a referral please share a testimonial. All other activity should be recorded in the BNI Connect® Mobile App, rather than being spoken."

**President Notes:** Since all activity is entered into the BNI Connect® mobile app, it is important that the energy remains very high during this part of the meeting. It is the most important part of the meeting. Consider the following:

- Remind Members to be excited. They are helping Members grow their businesses.
- Have each Member state how many referrals and visitors they have before naming the Members. "I have 3 referrals, one for Robin for copywriting, one for Vince for travel and one for Hazel for coaching."

**Key Points:**

- Members are encouraged to focus their testimonial time on one person as well as submit it in writing
- Starting with Members allows visitors an opportunity to observe then comment on the power of the Referrals & Testimonials after the Referral Quality Check

## 1:22 16. Referral Quality Check

### Goal:

- The Vice President chooses two referrals from two weeks prior and asks the Members who shared them to stand to report the outcome to the Chapter.
- Consider what makes a quality referral so you can strive to become the best Master Connector you can be.

**Definition:** Vice President picks two referrals from two weeks prior. Ask the Members who received the referrals to stand and share the status.

**Vice President Script:** "This is the quality control portion of our meeting where we check two past referrals from two week prior to see how they worked out. For the Member who received the referral,

- Have you called the referral?
- Was the other person prepared to take your call?
- Was this an opportunity to do business?"

### Key Points:

- Members are encouraged to focus their testimonial time on one person as well as submit it in writing
- Starting with Members allows visitors an opportunity to observe then comment on the power of the Referrals & Testimonials after the Referral Quality Check

**★ Visitor Recognition****Goal:**

- The President excuses visitors to another room to speak with the Visitor Host Team for more information to consider applying for membership in the Chapter.

**Definition:** President acknowledges and thanks the Visitors for attending, directing them toward the Visitor Orientation.

**President Script:** "Visitors, do you think your business could benefit from referrals from Members of our BNI® Chapter?"

Only one person from each BNI® Classification can be considered for membership. Positions tend to fill up very quickly. Upon acceptance by the Membership Committee, not only are you securing your position, you will also lock out your competitors from the Chapter!

Will the Visitor Host Team please stand? Will our Visitors please stand?

Thank you for being here today. Visitors, tell us briefly which one part of the BNI® meeting impressed you the most." Only have one or two engaged Visitors share this feedback.

"The Visitor Host Team will now meet with you to answer any questions and to walk you through the next steps. We would love to have you come back and network after the brief orientation is complete. Thanks again for being here today!"

**President Notes:**

- For recognition, ask Visitors and Visitor Hosts to stand and stay standing.
- The appropriate number of Visitor Hosts exit with the Visitors. For example, 4 Visitor Hosts do not exit to conduct Visitor Orientation for only 1 or 2 visitors.
- Pause to allow them to leave the meeting area.

1:26 **18.** ★ **Secretary/Treasurer's Report**

**Goal:**

- Increase Member renewal rates by inviting expiring Members to renew
- Each week, announce Members up for renewal as indicated on the Membership Dues Report in BNI Connect®

**Secretary/Treasurer Script:** "The following Members are up for renewal by the 15th of this month. To apply for renewal of your Membership, please submit your Renewal Application online in BNI Connect®. Any renewals submitted after the 1st will incur a \$100 late fee."

**Secretary/Treasurer Note:** This statement is repeated each week for any Member whose membership is already overdue or who have not yet submitted their renewal with the appropriate participation fees. **Please announce those due in the next 90 days.**

1:27 **19.** **BNI® Announcements, Reminders and Special Reports**

**Goal:**

- Deliver more value to Members and increase participation at other BNI® networking events, Member training programs and other regional activities.

**Key Points:**

- Use this as an opportunity to promote upcoming events. Have Members share testimonials on their past experience attending these events.

1:29 **20.** **Close Meeting:** The President or a designated Member gives a positive quote for the week, and requests that Members focus on bringing referrals and visitors for the next meeting.

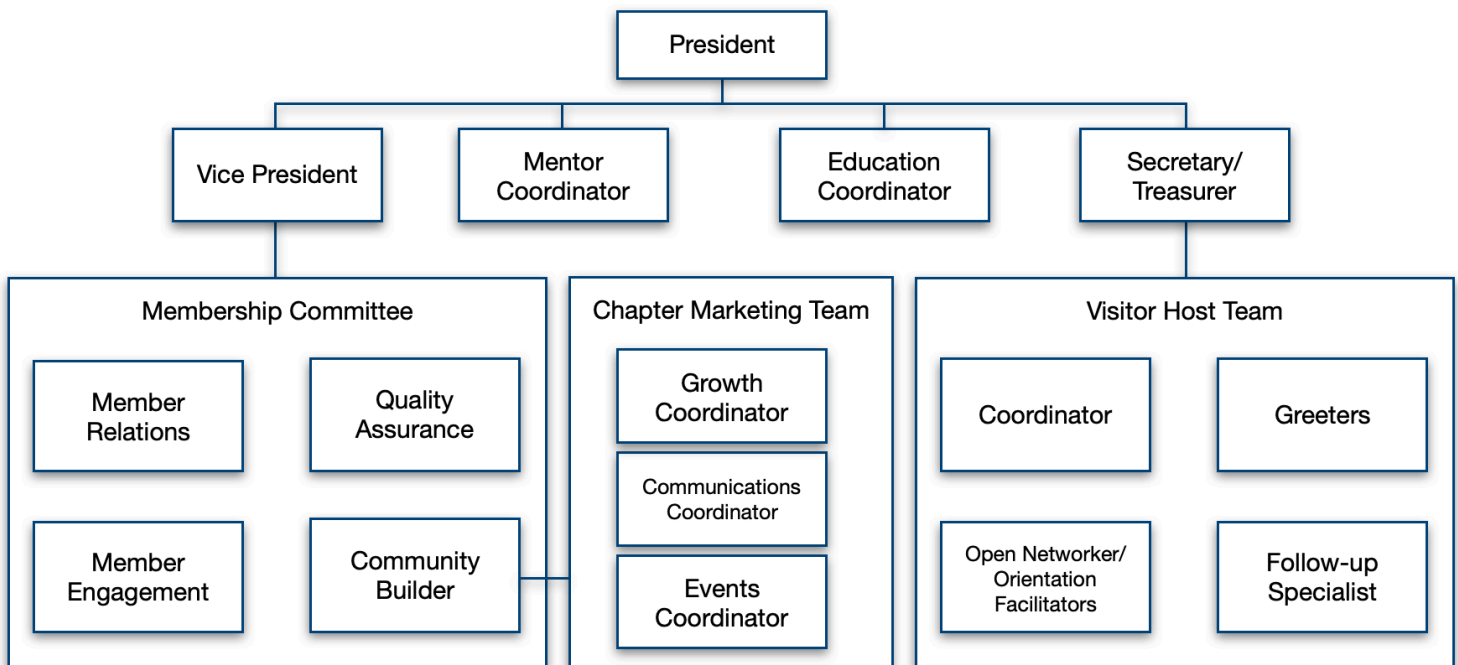
**"We will see you all at next week's meeting, which begins ... right now!"**

★ \*Visitor Orientation is in progress.

Immediately following the meeting, the President conducts a New Member Orientation and invites the Mentor Coordinator to participate.

★ Hidden Elements of the Meeting

## Chapter Organizational Chart



*\*Vice President is part of the Membership Committee, Community Builder Specialist heads the Chapter Marketing Team*

## Chapter Organizational Chart (Chapters +50) starting Oct 1, 2024