



BNI Game Facilitator Guide

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Process at a Glance



BNI Game Process At-a-Glance

Week of	Time	During Meeting	After the Meeting Member Tasks & Reminders
Week 1 Roll out to members	5 min Ed. Spot	<ul style="list-style-type: none"> Set a Vision by talking about members "WHY" Inspiring your members Talk about chapter goals Share how to track success of members 	<ul style="list-style-type: none"> Email members: Recap of presentation, why the game and how to achieve goals. Members - Start to make it practice to enter slips for EVERYTHING every week!
Week 2 Roll out to members	5 min Ed. Spot	<ul style="list-style-type: none"> Share with members teams for the BNI Game Talk about prizes, fun & engagement 	<ul style="list-style-type: none"> Email members: Recap of presentation with teams and point system for tracking engagement Start to build camaraderie on social media Follow up with missing members
Week 3 Chapter begins BNI Game	5 min	<ul style="list-style-type: none"> Game BEGINS for members Engaging members during the meeting & begin to talk about different ways to invite. Celebrate & Recognize achievements! 	<ul style="list-style-type: none"> Email members: Share the current standings on the game and teams. Engage members on social media Share meeting stimulant for following week
Week 4 Ideas for engagement	5 min	<ul style="list-style-type: none"> Incorporate story telling into the chapter Continue sharing Commitment Tracker Celebrate or recognize a member during presentations Continue to encourage members to reach their full points each week! 	<ul style="list-style-type: none"> Email members: Share the current standings on the game and teams. Continue cheering on members Share celebrations in WhatsApp Follow up with missing members
Weeks of the Game	90 Min meeting	<p>Continue Running the BNI GAME</p> <ul style="list-style-type: none"> HAVE FUN and Engage with visitors :) Targeted Weekly Presentations/Feature Induct last week applicants Membership Committee Review Applications 	<ul style="list-style-type: none"> Have fun and encourage positive engagement Register visitors in BNI Connect Visitor Host mark visitors as attended Continue to celebrate on social media Remind members to Follow-up after each event

Timeline

BNI Game Timeline									
Weeks 1-2		Weeks 3-10							
Share the WHY, Set Goals, Determine Teams/Prizes		Let the BNI GAME BEGIN!! Motivate & Track Engagement							
Chapter Champion(s) Use the Education Spot		Chapter Champion(s) Roll Out Weekly							
5 Min	5 Min	5 Min	5 Min	5 Min	5 Min	5 Min	5 Min	5 Min	5 Min
Why & How	Teams & Prizes	Chapter Engagement	Chapter Engagement	Chapter Engagement	Chapter Engagement	Chapter Engagement	Chapter Engagement	Chapter Engagement	Chapter Engagement
Week 1	Week 2	Event Week 3	Event Week 4	Event Week 5	Event Week 6	Event Week 7	Event Week 8	Event Week 9	Event Week 10

Overview

Congratulations! As a Growth Champion, you now have the opportunity to lead your chapter through an amazing growth accelerator event designed to help each of you develop new referral partner relationships, grow your business and achieve your goals.

Our most successful Growth Champions have seen a dramatic increase in their visibility and credibility with their fellow members because of their leadership through a growth accelerator event. In addition, many of Growth Champions have shared that they increased their referrals and sharpened their project management skills after leading a growth accelerator.

We are excited to work with you and support your chapter in hosting a successful BNI game that helps you grow your chapter and business as you gain new skills and opportunities!

Keys to Success

Our most successful Growth Champion inspires their chapters to fully commit and complete the process. The first step for a Growth Champion is helping your Chapter establish goals for your chapter that are achievable and will result in increased business for the Members. Next, you will support the Members with committing to weekly actions that will result in goal achievement and business success. Third, you will support the Chapter with following through on the commitments they made to each other to achieve their goals. Finally, you will lead the Chapter celebration when the Chapter has built new referral relationships and every Member has made more money!

Communication is key throughout the BNI game. When thinking about communication, it is more than the information we share it is also the language we use and the way we share the information. We want to provide the details the Members need to be successful while motivating and inspiring them to participate.

As a Growth Champion you will want to clearly communicate the goals, rewards, and expectations to Members both during the meeting and in follow-up communication. In addition, we always want to communicate the WHY behind what we are doing. The WHY for your Chapter's success is not only your goal but what it will mean to the Members when you achieve the goal. For example, it may be that one of your Members gets the exact referral partner they need which leads to increased revenue which allows them to pay off their mortgage. Growing our referral partners is more than just growing our Chapter it is about achieving our personal goals.

Week 1

Overview

You will want to share the importance of full participation in the process. Week 1 starts with creating a vision, setting expectations, and working together as a team. What referral partners does every member NEED in the chapter to help them achieve their personal goals? What would it mean to them if we could get that person in the chapter during one of our events?

In terms of the chapter, “What will it look and feel like to have 10-20 visitors in the room each week during your series of events?” How much energy will be gained with that many visitors? What will the exposure to an extra 20, 30, 50 visitors overtime do for their business? As a Growth Champion you have the privilege of working with Members to identify the referral partners they need and create a goal for number of new referral partners that the entire Chapter commits to achieving. You are growing your Chapter through increased relationships, education and for the benefit of your fellow members.

After we know what motivates each other, we can work together to decide on s paths to get us from where we are, to where we want to be.

Time Investment

A Growth Champion(s) should anticipate attending the BNI Game Workshop Series (limited availability, check with your CSC for recordings). Each week we will spend 30 minutes preparing you to be successful in your roll-out and execution of the BNI Game.

Generally, if a Growth Champion(s) attends the Workshop Series preparation for their Weekly Chapter meeting will take less than 10 minutes. During the meeting, Growth Champion(s) should anticipate speaking during the education moment each week for 5 minutes to support the Chapter Members through the program.

Members should anticipate spending one to two hours each week outside the meeting to participate in 121's and chapter education units.

During the Meeting

Begin by encouraging members to share their “why”, highlight the value members will gain by participating.

Every member in the Chapter wants to grow their business. To grow our businesses, we need referral partners. Ask the chapter to raise their virtual hand, if they need a specific referral partner who is not currently in the chapter.

Help your chapter see that all Members are in this together, you are each other's teammates and referral partners! When you joined the Chapter, you committed to helping each other grow your business, now we are strategically following through on that commitment.

Next, you will share with your Members that it's trusted referral partners in our network that helps us achieve our goals. These trusted referral partners come from other people's networks. Therefore, we will all commit to bringing 1 visitor a month during the BNI Game. Share with members that different professions allow different opportunities for one another.

Talk with Members about other goals to achieve during the BNI game, from participating in 121s, engaging in education and some extra fun activities during the meeting. All of these efforts combined with teams will engage and energize Members along the way.

Share with members the point system in place to track their success. Wrap it up by letting them know points will be tallied by the PALMS report each week and it is important they enter their slips.

Share with Members the timeline of the events and especially the DATES you will begin! Most importantly, end your presentation with a wrap of what commitment they made today and what steps they need to take to keep their commitment.

After the Meeting

Follow-up Email

Send a follow-up email to all members after the meeting highlight what you covered and reminders.

Week 1 – Suggested follow up email

Wow, what a great meeting today!

I am so excited for us to begin the BNI game on _____! WE have an amazing chapter and members; I cannot wait to see the positive impact this is going to have on each of your businesses.

Just a few things to keep top of mind as you continue your week, and remember we are all in this together to help each other achieve our goals!

- Write down your personal and business goals for 2021.
- Write down the skills and relationships you are looking to gain to achieve those goals.
- Consider scheduling time in your calendar for the extra 1-2 hours a week of BNI activities.

That is all for now, have a great week!

Social Media

Encourage members to remain in contact through WhatsApp or other social media platforms. Sharing celebrations and highlighting success outside of the meeting.

Member Task

Write down your personal and business goals for 2021.

Week 2

Overview

During week 2 you will spend much of the time sharing with Members about working together as a team, who those teams will be and recognition for efforts. You will let Members know how working together as a team will deepen relationships and help expand networks. Share ideas for prizes and how they will be rewarded in ways to help them gain more exposure for their business in different and fun ways.

Time Commitment

Growth Champion

1.	BNI Game Workshop Series or view recording	30-45 minutes
2.	Prepare for meeting	10 minutes
3.	Presenting during the meeting	5 minutes
4.	Follow up after the meeting	10 minutes

Member

Members should anticipate spending one to two hours each week outside the meeting to participate in 121's and chapter education units.

During the Meeting

Start your presentation by asking a few Members to share about a time another Member has helped them. You might also consider having a Member give a 30 second presentation on what it will mean to them when they achieve their goals for this year.

You will also want to share with your Members what teams they will be working on and when the game will begin. As we each have different strengths, you may be calling on Members to help you during the process.

Share with Members the different ways to celebrate and recognize a team or individuals' success. Consider things like:

- Additional time during the weekly presentation
- A car wash (by hand)
- Feature presentation
- Gift Cards
- Bragging rights

Recap Week 1 and then overview the plan for week 2.

Let members know that next week you will talk about different ways to engage during the meeting

After the Meeting

Follow-up Email

Send an email to all members after the meeting highlighting what you covered and reminding of next steps.

Week 2 – Suggested follow up email

Another great meeting today, I love how energized I get after we meet!

It was awesome to hear some of you share your goals and what it would mean to you to achieve them.

This is such a great way for us to not only help our current referral partners but also to share all the great things we are doing within our communities!

I am excited to see our current relationships grow, deepen and benefit each of us in exactly the way you want!

Thank you!

Social Media

Encourage members to remain in contact through WhatsApp and other social media platforms. They should share how they are identifying names of people to invite. By sharing things that are working for them they are inadvertently helping other members in the chapter.

Member Task

Think about your personal goals for your business and how additional referral partners could help with achieving those goals. Remember, you were once a visitor too!

Week 3

Overview

During week 3 you will begin to have Members share things they have learned because of being a Member in BNI. During Week 3, you will also cover different ways to engage during the meeting. In addition, we will be covering different strategies for inviting people to your weekly meeting to meet your referral team.

The focus on accountability and keeping our commitment to each other during the coming weeks are crucial to our success and will have a huge impact on the overall achievements of members.

Time Commitment

Growth Champion

- | | | |
|----|--|---------------|
| 1. | BNI Game Workshop Series or view recording | 30-45 minutes |
| 2. | Prepare for meeting | 10 minutes |
| 3. | Presenting during the meeting | 15-20 minutes |
| 4. | Follow up after the meeting | 10 minutes |

Member

Members should anticipate spending one to two hours each week outside the meeting to participate in 121's and chapter education units.

During the Meeting

Start your presentation by sharing a personal experience or that of another members. Talk about specific education or epiphany you had due to your engagement in the chapter. You might consider having a Member give a 30 second presentation on something they have learned as well.

Encourage Members to share different things they are learning about one another during the open networking portion of the meeting. They can also share on education or new experience they have participated in due to the increase of time spent on learning. Talk with members about using meeting stimulants for the weekly presentations to help make things more fun and interactive.

Remind Members that the "I have" portion of the meeting is a great time to recognize or celebrate the achievements of a fellow member. It could be something you learned about them during a 121. Last, talk about different ways to invite people to the meeting. Letting members know that every new guest or visitor is a new opportunity to expand their network.

Consider giving a recap Weeks 1-2 and then overview the goal and plan for the coming weeks.

After the Meeting

Follow-up Email

Send an email to all members after the meeting highlighting what you covered and reminding of next steps.

Week 3 – Suggested follow up email

WE ARE ON FIRE!!

I love the engagement during the meetings and hearing about all the things you are doing though out the week. Think about someone you would like to show off our chapter too, this is a great time to earn your visitor credit for the month.

Be sure to enter ALL your slips including TYFCB and CEUs.

Looking forward to another fun and engaging meeting next week!

Social Media

Encourage members to remain in contact through WhatsApp and/or other social media platforms.

Member Task

Celebrate a fellow member on social media or in BNI Business Builder on the recognition wall.

Invite someone to an upcoming meeting.

Week 4

Overview

By now your chapter should have hit its groove, members are more engaged in relationship building activities and education. They should soon start to see a positive impact on growth in relationships and possibly even referrals.

The conversation on celebrating members success should continue for the entire BNI Game! It is important to continue showing gratitude towards your referral partners.

You will also continue tracking points and awarding prizes along the way. Accountability is key to the program and will have a huge impact on the overall success of the game. You will want to share how this is how they follow through with their commitments during the coming weeks. By sharing the commitment tracker, you will increase engagement and ensure Members are on track to hit their goal.

In addition to accountability, you will also review with members the different strategies for inviting businesses to meet your referral team.

Time Commitment

Growth Champion

- | | | |
|----|---------------------------------------|---------------|
| 1. | BNI Game Workshop Series or recording | 30-45 minutes |
| 2. | Prepare for meeting | 10 minutes |
| 3. | Presenting during the meeting | 20-25 minutes |
| 4. | Follow up after the meeting | 10 minutes |

Member

Members should anticipate spending one to two hours each week outside the meeting to participate in 121's and chapter education units.

During the Meeting

Start your presentation with reminding the Members about the WHY behind the BNI game. You might consider having a Member start by giving a 30 second presentation on what it will mean to them when they achieve their goals in 2021.

Have members share stories of recognition for another member. This can be something they learned from a positive experience you have had with the member. Encourage members to also share this recognition on BNI Business Builder on the recognition wall, or on social media. By doing this you are not only celebrating them with members but also with the world!

Finally, share with members what to expect to gain moving forward.

After the Meeting

Follow-up Email

Send an email to all members after the meeting highlighting what you covered and reminding of next steps.

Week 4 – Suggested follow up email

It is hard to believe our visitors day is next week!!

Thank you all so much for your engagement in this program, it is so inspiring to see how we all came together to help one another get closer to achieving our goals! I also love hearing all the celebrations our members have for one another!

Keep up the great work and see you next week!

Social Media

Encourage members to remain in contact through WhatsApp and/or other social media platforms. Cheer on the members and recognize them for all their hard work.

Member Task

Continue to engage in these relationship building activities.
Enter ALL your slips in BNI Connect