








"BENEFITS OF BNI VISUALIZED"

FROM	ACTIONS	RESULTS	TO
BNI	incorporate visualization into all training materials to simplify the process	Expand Knowledge of directors so they can help building stronger chapters.	 DIRECTOR YES, MORE CHAPTERS!
 DIRECTOR	a. Educate leadership team b. Recruiting / Training tool for new chapter	→ a) Educate chapter members and grow membership → b) For starting a new chapter	 CHAPTER YES, MORE MEMBERS!
 CHAPTER	Educate chapter members/potential members	(new members): understand the benefits of BNI so they will invite more guests (guests): join BNI and pass/rec'd referrals	 BNI MEMBER YES, MORE REFERRALS!
 BNI MEMBER	Enhance Guest Invitation Process	So guests are convinced to visit BNI chapter and removed skepticism about BNI	 GUEST YES, GREAT OPPORTUNITY!

