

# SPOTLIGHT ON THE MEMBER TRAFFIC LIGHTS





Why have them?





**Just like your business ...  
... BNI is a business.**

**Decades of testing the BNI system**

**Key Success Indicators (KSI's)**

*The Five To Thrive or Power Of One*

**Measure -> -> -> analyse**



# THE SCORING SYSTEM ...

**The KSI's determine the point categories:**  
*(these are your Five To Thrive activities)*

- 1 attendance
- 2 121s
- 3 CEUs
- 4 referrals given
- 5 visitors brought

**Points are awarded in 5 point increments**

**KSI's are an AVERAGE of the last 6 months**

**Calculated from the PALMS Report**

*(based on your attendance & the data  
you enter into BNI Connect)*



# THE SCORING SYSTEM ...

*5 x KSI's each worth 20 points = 100 points*

**70 - 100**

**GREEN**

**50 - 65**

**YELLOW**

**30 - 45**

**RED**

**25 & under**

**GREY**

*One referral per week*



*One visitor a month*



*One meeting per week*



# Do The FIVE TO THRIVE or POWER OF ONE

*One 121 per week*



*One CEU per week*



# ATTENDANCE

***Our member commitment is to ...***

*... attend our Chapter Meeting every week for the 90 minute duration*

1 point - your attendance or sending a sub

< 1 point if arrive late or leave early

0 points for an absence

	<b>95 - 100%</b>	<b>20 points</b>
	<b>85 - 94%</b>	<b>15 points</b>
	<b>75 - 84%</b>	<b>10 points</b>
	<b>&lt; 75%</b>	<b>0 points</b>



# ONE-TO-ONE's (121's)

*Our member commitment is to ...*

*... do 1 quality 121 with another BNI member each week*

	<b>Average of 1 or more</b>	<b>20 points</b>
	<b>Average of .75 - .99</b>	<b>15 points</b>
	<b>Average of .50 - .74</b>	<b>10 points</b>
	<b>Average of .25 - .49</b>	<b>5 points</b>
	<b>Average less than .25</b>	<b>0 points</b>



# CHAPTER EDUCATION UNITS (CEU's)

*Our member commitment is to ...*

*... do 1 hour of personal learning by way of BNI CEU's each week*

	<b>Average of 1 or more</b>	<b>20 points</b>
	<b>Average of .75 - .99</b>	<b>15 points</b>
	<b>Average of .50 - .74</b>	<b>10 points</b>
	<b>Average of .25 - .49</b>	<b>5 points</b>
	<b>Average less than .25</b>	<b>0 points</b>



# REFERRALS GIVEN

*Our member commitment is to ...*

*... provide 1 qualified referral to another BNI member each week*

	<b>Average of 1 or more</b>	<b>20 points</b>
	<b>Average of .75 - .99</b>	<b>15 points</b>
	<b>Average of .50 - .74</b>	<b>10 points</b>
	<b>Average of .25 - .49</b>	<b>5 points</b>
	<b>Average less than .25</b>	<b>0 points</b>



# VISITORS BROUGHT

***Our member commitment is to ...***

*... bring 1 visitor each month (by inviting 1 visitor each week)*

- |   |   |                  |
|---|---|------------------|
|    | <b>Average of .25 or more</b><br><i>1 per month</i>   | <b>20 points</b> |
|    | <b>Average of .125 - .24</b><br><i>1 per 2 months</i> | <b>15 points</b> |
|    | <b>Average of .08 - .124</b><br><i>1 per 3 months</i> | <b>10 points</b> |
|   | <b>Average of .06 - .079</b><br><i>1 per 4 months</i> | <b>5 points</b>  |
|  | <b>Average less than .06</b>                          | <b>0 points</b>  |

#	Members	Attend.	Ref/wk	121/wk	Vis/mo.	CEU/wk	TYFTB(\$)	Pts
1	Hermione Granger	100.0% <span style="color: green;">■</span>	2,29 <span style="color: green;">■</span>	2,38 <span style="color: green;">■</span>	1,03 <span style="color: green;">■</span>	2,67 <span style="color: green;">■</span>	29,080	100 ↑ 5
2	Luke Skywalker	100.0% <span style="color: green;">■</span>	1,71 <span style="color: green;">■</span>	3,05 <span style="color: green;">■</span>	1,65 <span style="color: green;">■</span>	2,10 <span style="color: green;">■</span>	16,828	100 ↓
3	Mickey Mouse	100.0% <span style="color: green;">■</span>	1,10 <span style="color: green;">■</span>	0,90 <span style="color: orange;">■</span>	1,08 <span style="color: green;">■</span>	1,80 <span style="color: green;">■</span>	38,484	95 ↑ 10
4	Harry Potter	100.0% <span style="color: green;">■</span>	1,48 <span style="color: green;">■</span>	1,48 <span style="color: green;">■</span>	0,62 <span style="color: orange;">■</span>	0,52 <span style="color: orange;">■</span>	57,549	80 ↓
5	Tony Stark	95.0% <span style="color: green;">■</span>	1,29 <span style="color: green;">■</span>	1,43 <span style="color: green;">■</span>	0,00 <span style="color: grey;">■</span>	1,29 <span style="color: green;">■</span>	4,924	80 ↓
6	Natasha Romanoff	100.0% <span style="color: green;">■</span>	0,90 <span style="color: orange;">■</span>	1,67 <span style="color: green;">■</span>	0,41 <span style="color: red;">■</span>	1,38 <span style="color: green;">■</span>	3,430	80 ↑ 5
7	Tinker Bell	100.0% <span style="color: green;">■</span>	0,76 <span style="color: orange;">■</span>	1,76 <span style="color: green;">■</span>	0,41 <span style="color: red;">■</span>	2,43 <span style="color: green;">■</span>	3,117	80 ↓ 5
8	Snow White	100.0% <span style="color: green;">■</span>	0,43 <span style="color: red;">■</span>	0,95 <span style="color: orange;">■</span>	0,83 <span style="color: orange;">■</span>	2,33 <span style="color: green;">■</span>	3,036	75 ↑ 10
9	Jack Skellington	95.0% <span style="color: green;">■</span>	0,05 <span style="color: grey;">■</span>	1,24 <span style="color: green;">■</span>	0,83 <span style="color: orange;">■</span>	1,05 <span style="color: green;">■</span>	320	75 ↑ 10
10	Buzz Lightyear	100.0% <span style="color: green;">■</span>	0,35 <span style="color: red;">■</span>	1,05 <span style="color: green;">■</span>	0,43 <span style="color: red;">■</span>	1,80 <span style="color: green;">■</span>	6,580	70 ↑ 10
11	Christopher Robin	100.0% <span style="color: green;">■</span>	0,67 <span style="color: orange;">■</span>	1,50 <span style="color: green;">■</span>	0,00 <span style="color: grey;">■</span>	1,50 <span style="color: green;">■</span>	3,500	70 ↑ 30
12	Peter Quill	100.0% <span style="color: green;">■</span>	0,57 <span style="color: orange;">■</span>	0,90 <span style="color: orange;">■</span>	0,00 <span style="color: grey;">■</span>	1,24 <span style="color: green;">■</span>	56,484	65 ↓
13	Roger Rabbit	100.0% <span style="color: green;">■</span>	0,60 <span style="color: orange;">■</span>	1,10 <span style="color: green;">■</span>	0,22 <span style="color: grey;">■</span>	0,55 <span style="color: orange;">■</span>	5,582	60 ↓ 5
14	Rubeus Hagrid	100.0% <span style="color: green;">■</span>	0,29 <span style="color: red;">■</span>	2,00 <span style="color: green;">■</span>	0,00 <span style="color: grey;">■</span>	0,57 <span style="color: orange;">■</span>	0	55 ↑ 25
15	Draco Malfoy	89.0% <span style="color: orange;">■</span>	0,24 <span style="color: grey;">■</span>	0,67 <span style="color: orange;">■</span>	0,21 <span style="color: grey;">■</span>	1,00 <span style="color: green;">■</span>	3,200	45 ↓
16	Randall Boggs	95.0% <span style="color: green;">■</span>	0,24 <span style="color: grey;">■</span>	0,38 <span style="color: red;">■</span>	0,00 <span style="color: grey;">■</span>	1,90 <span style="color: green;">■</span>	0	
17	Darth Vader	100.0% <span style="color: green;">■</span>	0,00 <span style="color: grey;">■</span>	0,25 <span style="color: red;">■</span>	1,08 <span style="color: green;">■</span>	0,00 <span style="color: grey;">■</span>		
18	Bellatrix Lestrange	100.0% <span style="color: green;">■</span>	0,00 <span style="color: grey;">■</span>					

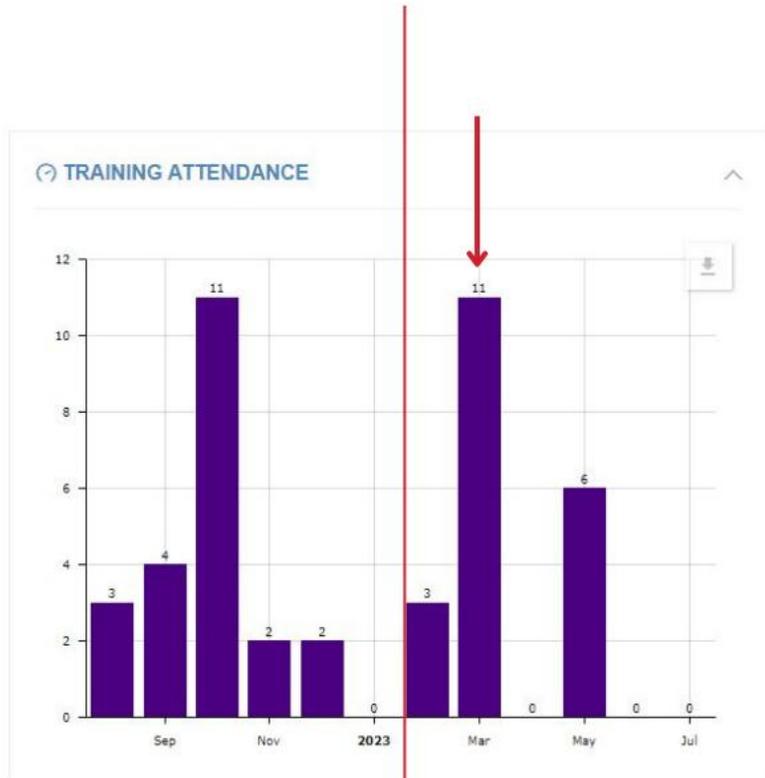
# CASE STUDIES

*What action(s) should each of these members first address?*

Member	Attendance	Referrals	121s	Visitors	CEUs	TYFCB	Points
Harry Potter	100%	1.48	1.48	0.62	0.52	\$57,549	80
Peter Quill	100%	0.57	0.90	0.00	1.24	\$56,484	65
Draco Malfoy	89%	0.24	0.67	0.00	1.00	\$0	45

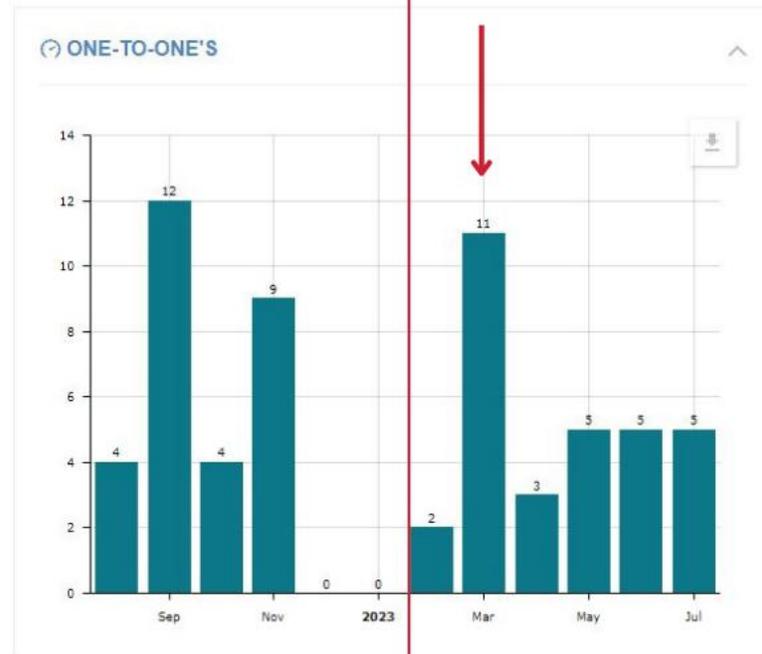
# CASE STUDY

*What action(s) can this member address?*



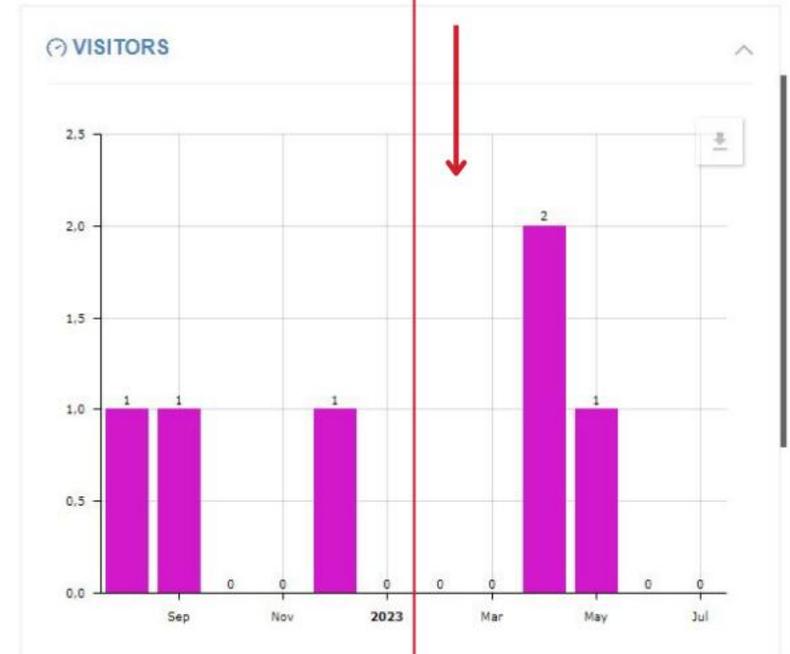
6 months  
4 CEUs per month  
CEUs = 24

n = 20



6 months  
4 121s per month  
121s = 24

n = 31



6 months  
1 Visitor per month  
Visitors = 6

n = 3

**In one of his books, Steve Jobs explains that he didn't set out to be super-rich, he set out to change the world. He just got super-rich doing it.**

**And that's what a BNI member should be like and encouraged to be like.**

**We should want to be great members, because that's how we benefit most from our membership.**

**And the result will be great PALMS data and 'Green' in the Traffic Lights.**