

## **Fast Track – BNI’s Chapter Development Program for the Optimum Member Experience**

### **Introducing Ourselves**

del Fuego Companies, LLC has been a BNI strategic partner for 7 years. Sara Minnis and Flynn Nogueira are the owners, and our backgrounds are in corporate sales, marketing and customized training. We met each other in 2007 at a networking event and founded del Fuego, which serves the corporate and entrepreneur community. We are committed to working with entrepreneurs and convinced, to this day, that with the uncertainty in the corporate environment, more and more people pursue the entrepreneurial path and need the skills that BNI and Fast Track provide. It’s a window of opportunity for people seeking to build and sustain their own successful businesses.

### **Why BNI?**

We met Tom Fleming at an event where he was presenting the value of networking and BNI. We realized that BNI was the resource we had been looking for to support entrepreneurs. We started our strategic alliance producing audio CDs for Dr. Misner. Because we had so much experience and success in developing training for Fortune 500 companies, we realized that BNI could also benefit from standardized, BNI-centric training. We focused on delivering this training at the chapter level, because the experience for members within their chapter week-by-week is the ballgame when it comes to how they consider the benefits of BNI. And, so it began.

What we discovered was that chapters wanted a way to continue the learning from the CDs, so it made sense to develop curriculums around the messages from each CD set. The first curriculum for the *BNI Networking Secrets* CD was deployed in the Education Coordinator portion of the meeting, and Fast Track was launched!

### **Results – Immediate and Consistent**

The first thing we noticed was the immediate and incredible change in chapters when they heard directly from Dr. Misner. Many members had never had direct contact with Dr. Misner, and we consistently get feedback that chapters are inspired and motivated by his information. He is the culture creator for members worldwide.

Fast Track helps chapters develop into winning teams. When every member hears Dr. Misner explain the different processes of BNI and why they are in place, the whole group gets together on the same page. And once they’ve come together, they develop a greater desire to move in the same direction to achieve their goals and WIN.

Over and over again, we hear from chapters on the Fast Track about how powerful it is to have their members following the same playbook. Speaking the same language becomes a shortcut to building excellent referral relationships, as members understand the sequence, the timing, and the activities required to make the most of BNI. Fast Track provides a platform for the entire group to increase solid referrals and closed business, and most importantly, *stay* in BNI.

One of the aspects we weren't expecting and were pleasantly surprised by is how many chapters want to do Fast Track year after year, to keep their chapter culture growing strong.

### **Which Chapters Benefit the Most?**

**Struggling** – The reason Fast Track works in struggling chapters is because, for the first time, they learn how to set realistic expectations and hold each other accountable. We work closely with these chapters and their Directors and have developed a Director's Guide to ensure Directors develop the skills they need as well, to foster the chapter's success. As a result, 70% of the struggling chapters we work with have survived and are growing.

**Successful** – For successful chapters, Fast Track offers a shift in energy and momentum that results in bigger returns, more consistent growth and higher retention rates. What we see in these chapters, which is what we've seen coaching many teams in the corporate environment as well, is that once success happens, the tendency is to become more relaxed about the work it takes to stay at the top. Fast Track invigorates and reignites chapters that are 15, 16, and 20 years old. They complete the Fast Track program with new inspiration, new results and new members.

**New** – The benefit to having a new chapter do Fast Track is the fact that the right culture is established from the start. It's easier to mold a new team to adopt the BNI fundamentals than it is for a team who has gotten into bad habits over the years. New chapters that do Fast Track grow faster and experience better results more quickly than new chapters that don't.

### **What is the Content of Fast Track?**

Fast Track is based on the 4 CD sets we've produced with Dr. Misner, each with a customized curriculum complete with member materials, email support, progress/results tracking and individualized chapter coaching as needed.

***The Secret to Great Leadership Teams*** – For Leadership Teams to learn the basic leadership skills they need in BNI. They learn how to create and maintain chapter culture, deal with accountability issues, set goals and thrive. A mini BNI MBA!

***BNI Networking Secrets*** – The original Fast Track CD set provides information on the BNI basics. As chapters listen, they learn how to set the right expectations and understand the value of accountability.

***The BNI Visitor Experience*** – Focuses on creating the chapter culture that makes visitors say, “I want to be a part of this group.” This curriculum helps chapters produce consistent, steady growth by making sure every visitor has a great experience – every time.

***Entrepreneurs-Everyday Leaders*** – This CD was developed after many years of coaching chapters and realizing they want more information on how to use their experience in BNI to grow their businesses. This CD set and the accompanying curriculum represent a true competitive advantage for BNI in terms of member retention.

**CD Curriculums Include:**

- Complete Lesson Plans for content delivered in the Education Coordinator moment
- Complete Education Coordinator (Trainer’s) Guide
- Member Workbook
- Email Support
- Goal Tracking Tools for revenue/referral goals, one-to-one’s, visitor commitment, referrals given, etc.
- Customized Support as needed

**Chapter Subscription Programs Available**

Pricing Based on Chapter Size. Shipping Cost is in addition to these prices. We also offer a 10% discount for chapters that choose to pay for the program in full up front.

<p><b><u>6-Month Subscription</u></b> Less Than 30 - \$125/month 30-39 - \$175/month 40+ - \$250/month</p>	<p><b>Choose 1 Program:</b> <i>BNI Networking Secrets</i> or <i>The BNI Visitor Experience</i>. Plus Leadership Team CDs.</p>
<p><b><u>12-Month Subscription</u></b> Less Than 30 - \$99/month 30-39 - \$150/month 40+ - \$200/month</p>	<p><b>Do Both Programs and SAVE!</b> <i>BNI Networking Secrets</i> or <i>The BNI Visitor Experience</i>. Plus Leadership Team CDs.</p>
<p><b>2<sup>nd</sup> Year Renewal &amp; Beyond</b></p>	<p>\$49/month once chapter has completed 1 year on subscription(s), and receive updated materials as well as the CD sets for new members.</p>

## **Bottom Line**

- Fast Track offers BNI a proven education program that delivers new revenue, increases retention, and strengthens the BNI brand worldwide, through consistent member experience.
- The money members make as a result of Fast Track far outweighs the investment in the program.
- Fast Track offers BNI a competitive advantage – a program no other networking group can even come close to offering. It's standardized training for success!
- With Fast Track the BNI brand is stronger in chapters and with members because it offers:
  - One consistent message
  - Professional onboarding for new members
  - Accountability throughout the chapter
  - Consistent fulfillment of the BNI promise
  - Expert coaching as needed

## **Additional Resources**

**Our Website** – [BNI.delfuego.com](http://bni.delfuego.com) is full of resources and information, including a free membership resource site available to everyone.

**Fast Track Friday Calls** – Years of resource calls with all different kinds of chapters, including case studies on completing Fast Track and thriving, gaining new members, creating accountability, increasing retention, and resetting chapter culture. Available at [https://bni.delfuego.com/ftf\\_calls](https://bni.delfuego.com/ftf_calls).

**SuccessNet** – Chapter stories every month about chapters recovering, winning, growing and becoming unstoppable! Available at <http://successnet.czcommunity.com/?cat=674> (Fast Track Archives through 2015) and <http://bnisuccessnet.com/> (new 2016 SuccessNet).

## **Contact**

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