BNI

The How (Influence)

F.A.T.E.



Focus



Authority



Tribe



Emotion

Focus and Authority

Focus — Give fellow members one clear detail to remember.

Authority — Make your expertise visible through examples, experience, or reviews.

Tribe and Emotion

Tribe	People ask trusted contacts for recommendations.
Emotion	How someone feels about an experience can influence their next step.
Ask a visitor	“How did you feel about your first BNI meeting?”

BNI®

IF YOU

- Network
  - Connections Grow
  - Opportunities Grow
- Don't Network
  - Opportunities Shrink

