Benefits of Joining BNI

There are well-documented benefits for joining BNI in its promotion and literature but it’s important to note that there are other benefits of joining BNI. Here is a list of 10 things that members can benefit from that aren’t necessarily obvious when you join BNI.

Public Speaking practice – because you go to BNI every week and do a 60 second speech, you get lots of practice in public speaking

Learning to speak concisely – this is related to the above but there is an individual skill beyond speaking confidently, and that is getting your message across within a short space of time.

Making friends – everyone I have spoken to about BNI has said they have made new friends through it – even a connection with just one or two members makes it all worthwhile.

Other networking opportunities – through BNI you will get to hear about other networking events – open networking events, monthly lunches, awards events, workshops and seminars and often contacts you get there that will help you grow your business.

An education on how to network – there are many behaviours you can pick-up from other members which will improve your networking skills – for some this will come more naturally than for others, but it definitely can always be improved.

A focus group – for testing out new products, marketing, and even new business ideas.

Joint ventures – It happens quite often in BNI groups that members team up for pitches, new business ventures, events, partnerships and collaborations. Seeing each other every week at BNI means you can easily meet regularly to move things along.

Knowledge of other types of businesses – Every week in the 60 seconds and the 10 minute presentations, members share a bit about what they do, and through this you get a broad understanding of many different types of businesses. Through one to ones with other members, and with the potential clients and introducers they refer you to, you get even more.

Meeting the introverts – at parties, non-member networking groups, and open networking events, introverts are a rarity and may not meet quite as many people. But more introverted people can join BNI and over time, they will be able to get to know other members and vice versa.

Business referrals – This is the reason people join BNI in the first place. Getting referrals is what we all want but we also learn how to recognise opportunities to help other members along the way.