



How to Create a Great Networking Education Moment

Step 1: Pick your topic. What is the one thing you want members to get out of this moment? _____

Step 2: Answer the following questions so that you have the information you need to create your presentation:

How does this topic relate to business in general? _____

Why is this topic important for members to know and implement? _____

What might members need to know in order to implement this idea effectively? _____

Where might members find additional resources? _____

Step 3: Write out your 3-5 minute presentation. Following is a sample outline you can use to help you.

Step 4: Practice your presentation a couple of times throughout the week so that you can give it without reading it. Use visual examples you can hold up for the group to see, if possible (try to avoid handouts, however).

Step 5: Present your presentation to the group! And know that your role is extremely appreciated in helping support your chapter towards its goals.

Educational Moment Sample Outline

I. Relate it to business first

Provide an example or a story to help illustrate what you're talking about. Example: "As business professionals we often set appointments. But what happens if you don't show up, are late or have to leave early? Does it make a difference to the client? Of course, we all know life happens, so we'll often forgive someone. But what if it became a habit? What if you had a business professional you were trying to meet with who consistently arrived late without calling or simply didn't show up? Would it impact your relationship with that person?"

II. Let the audience know WHY this topic is important

Example: "In a way, it's a promise we make to another person to be somewhere on a particular day at a particular time, right? That other person has set aside the time to meet with us and is probably looking forward to learning more about you. When you arrive when you said you would, what are you building? Trust. What does trust build? The relationship. What does a professional relationship build? Business."

III. Relate the topic to BNI

Example: In BNI, our goal is to build quality professional relationships that make it easy to pass referrals. Open Networking is a great time to get a question answered, set up a One-to-One, or find out one more thing that you can do to help generate a referral to someone. During the meeting, we get the opportunity to train one another about our businesses through the Sales Manager Moments as well as the weekly presentations. If we're not here for these important pieces, it becomes more difficult to build the trust we need that leads to business."

IV. Provide additional resources (if applicable) / wrap up

"If you have questions about BNI's attendance policy, or need help finding a substitute please contact someone on the Membership Committee (list member's names / VP). They'll be happy to support you in any way they can. Thank you."