



**BUSINESS NETWORK INTERNATIONAL**  
The World's Leading Business Networking & Referral Organization

Belonging to **BNI** is like having a whole sales force working for you.

## THE EDUCATIONAL MOMENT

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### S.W.O.T. Analysis of BNI

**I**t is an occupational hazard we all have. We, through our own professional lens, deliver a solution to a situation. Each solution has a template for completion. Along the way, we are wise to take a step back from the fray and look at what is and is not working; what could be better; and what to watch out for. The business school name for this is a S.W.O.T. Analysis – evaluating a situation for its Strengths, Weaknesses, Opportunities and Threats.

#### 1 Strengths

- A. Business building through network marketing.
- B. Orderly – Plan your work and work your Plan.
- C. Accountability.

#### 2 Weaknesses

- A. Boring routine.
- B. Time commitment at a inconvenient time (every damn week).
- C. Relies on group efforts; one person can't implement the plan alone.

#### 3 Opportunities

- A. Growth personally – The fearless and repetitive inventory of what you have and where you want to be.
- B. Growth professionally.
- C. The fruits of the monotony of success.

#### 4 Threats

- A. Phonies – Those who are successful without putting in the work.
- B. Half-bakers – Those who stray from the BNI Tools for Success.
- C. WIFM DJs – The “What's In it For Me” / “What Have You Done For Me Lately” attitude.