

BNI Traffic Lights Analysis for Tonbridge BNI

Members	Retention	Visitors	Conversion	Growth	Absenteeism	Referrals	Score
current	12 months	6 month weekly ave				per week per member	100% max

Position	Status
out of 550+	

2009

all based on rolling 6 months except Retention which is measured over 12 months.

May
April
March
February
January

31	86%	5.0	6.3%	6	3%	1.60	90%
32	76%	4.6	6.7%	6	3%	1.57	90%
31	75%	4.0	7.2%	5	2%	1.45	90%
28	68%	3.0	8.2%	5	2%	1.35	80%
26	64%	1.4	16.2%	5	2%	1.06	70%

5	Green
7	Green
7	Green
21	Green
62	Green

2008

December
November
October
September
August
July
June

26	64%	1.8	14.6%	5	1%	1.09	75%
26	65%	1.8	10.9%	5	3%	1.06	75%
25	63%	1.6	9.3%	0	6%	0.97	55%
25	63%	1.6	12.2%	1	8%	0.86	55%
22	59%	2.3	10.2%	0	9%	0.83	50%
21	57%	2.2	8.8%	-1	9%	0.82	40%
21	50%	1.8	12.5%	-1	10%	0.80	30%

39	Green
49	Green
161	Amber
167	Amber
199	Amber
300	Red
355	Red

Key

maximum points at	30	70%	2	20%	4	5%	1.1
positive triggers							
negative triggers							

The points at which a category moves from one points allocation to another (either positively or negatively)

Analysis

The May statistics are much the same as in March and April.

We increased our position to 5th in the UK by virtue of having the highest referrals rate in the 90% bracket.

Outlook

There is no reason to believe that any category should worsen significantly during June.

Any improvement will be as a result of an increase in our conversion rate, given our recent high Guest numbers this is unlikely to change significantly in the near future. *As this measurement adds no particular value to the chapter (other than it potentially means more members) there seems no reason to change our approach to Guests for the sake of a little kudos in BNI circles. But we could change the way we count them!*

