

BNI Traffic Lights Analysis for Tonbridge BNI

Members	Retention	Visitors	Conversion	Growth	Attendance	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.

June
May
April
March
February
January

31	86%	5.3	5.5%	5	98%	1.69	90%
31	86%	5.0	6.3%	6	97%	1.60	90%
32	76%	4.6	6.7%	6	97%	1.57	90%
31	75%	4.0	7.2%	5	98%	1.45	90%
28	68%	3.0	8.2%	5	98%	1.35	80%
26	64%	1.4	16.2%	5	98%	1.06	70%

10	Green
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	99%	1.09	75%
26	65%	1.8	10.9%	5	97%	1.06	75%
25	63%	1.6	9.3%	0	94%	0.97	55%
25	63%	1.6	12.2%	1	92%	0.86	55%
22	59%	2.3	10.2%	0	91%	0.83	50%
21	57%	2.2	8.8%	-1	91%	0.82	40%
21	50%	1.8	12.5%	-1	90%	0.80	30%

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

Key

maximum points at
positive triggers
negative triggers

30 70% 2 20% 4 95% 1.1

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

Analysis

Our June results confirm our excellent performance in the BNI Traffic Light monitoring system.

We remain the highest chapter in the 90% bracket as a result of our high referral rate.

We have dropped from 5th to 10th because several chapters have improved their performance. There are now 2 on 100% and 7 on 95%. In Kent terms we are now 3rd as Invicta and Dickens are now both on 95%.

Incidentally we have the highest retention rate in Kent.

Outlook



I believe July will see us retain our 90% score but our absolute position will depend on the actions of other chapters.

We are however close to the point where the effects of 6 months averaging will mean our score for the growth element will drop and we may lose our position in the 90% bracket in August unless we can gain a few members in the next few weeks.

