



## ABOUT BNI

BNI exists to help BNI Members enjoy a terrific business and a fulfilling life. We do that through a proven business development program that leads to long-term, profitable relationships with other purpose-driven business professionals.



### GIVERS GAIN®

Be willing to give first, before you expect to gain. Giving unconditionally creates a better world for everyone and creates important opportunities and lasting relationships.



### BUILDING RELATIONSHIPS

Building strong relationships creates an environment of trust and support that yields happiness, opportunity and meaning.



### LIFELONG LEARNING

Invest in yourself to become the leader you want to be. Your value grows as you develop your knowledge and skills. Lifelong Learning and lifelong happiness are intimately connected.



### TRADITIONS + INNOVATION

We honor our traditions and look to a brighter future fueled by innovation, optimism and excitement.



### POSITIVE ATTITUDE

We find the good in everything that happens to us and that propels our lives forward. Finding the good in every person enables us to attract terrific people, opportunities and wealth.



### ACCOUNTABILITY

We keep the promises we make, especially when it is hard to do so. This creates trust and supports strong relationships.



### RECOGNITION

We appreciate that recognition fuels the growth of successful organizations. The person who masters the art of recognition attracts success, meaning and happiness.

## BNI CODE OF ETHICS

- 1 I will provide the **quality of services** at the prices that I have quoted.
- 2 I will be **truthful** with the Members and their referrals.
- 3 I will **build goodwill and trust** among Members and their referrals.
- 4 I will **take responsibility** for following up on the referrals I receive.
- 5 I will display a **positive and supportive** attitude.
- 6 I will live up to the **ethical** standards of my profession.\*

\*Professional standards outlined in a formal code of conduct for any profession supersede the above standards. This means that a Member belonging to a profession that has a more stringent standard must adhere to that higher standard.