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.