



STOPPING CLASSIFICATION CREEP – It's a BNI Policy

The Standard (Non-Negotiable)

In BNI, every member holds **one seat and one seat only**.

This isn't a suggestion - it's foundational to how the system works and is reinforced by **BNI Policy #1 and #2**.

What is Classification Creep?

When members:

- Ask for business **outside their classification**
- Promote services beyond the seat they pay for
- Blur the lines during **weekly or feature presentations**

When this becomes normalized, it becomes **chapter culture**—and that's a problem.

Why This Matters

Classification creep:

- **Confuses the room** about who does what
- **Discourages visitors** (the seat looks “taken”)
- **Blocks chapter growth** and future revenue
- **Breaks trust** in the BNI system

Even if a seat is open, members must stay in their lane or that seat will **never get filled**.

The Reality (Numbers Don't Lie)

- Each member contributes **~\$100,000 in TYFCB** on average
- Promoting multiple classifications does **NOT increase results**
- It simply spreads the same effort across more areas while:
 - Bringing the same number of referrals
 - Hosting the same number of 1-to-1s
 - Inviting the same number of visitors
 - **It creates imbalance—not growth**

Clarity = Referrals



Clarity creates referrals. Confusion kills them.

✓ 1-to-1s: Broader discussion allowed

! In the meeting: **Referrals must match the seat**

Example: Cleaner (Residential vs Commercial)

A cleaning professional must be clear on **which seat they hold**.

If they hold the **Residential Cleaning** seat:

- ✓ Focus: Homes, condos, move-in/move-out cleans
- ✗ Not included: Offices, strata buildings, commercial contracts

If they hold the **Commercial Cleaning** seat:

- ✓ Focus: Offices, retail spaces, strata/common areas
- ✗ Not included: Residential homes

Example: Handyman

They DO:

- Minor repairs
- Maintenance
- Small installs
- To-do lists

They ASK FOR:

- Homeowners with small jobs
- Ongoing maintenance work

They DO NOT ASK FOR:

- Full renovations
- Multi-trade projects
- Works for seats that are filled by other trades in the chapter
- Licensed work (plumbing/electrical—especially if those seats exist)



Membership Committee Responsibility

The **Membership Committee (MC)** is responsible for:

- **Protecting classification integrity**
- **Addressing violations immediately**
- **Reinforcing standards consistently**

This is not optional. This is leadership.

Moving Forward

We are resetting the standard:

- Members will **only promote within their seat**
- Feature presentations will **stay within classification**
- Weekly asks will be **clear, specific, and aligned**

This is not about limiting members

This is about **creating a system where everyone wins**

Bottom Line

A strong chapter is built on clarity, trust, and structure.

Hold the line—and the results will follow.