

SYNERGY CHALLENGE: THE WHY BEHIND THE WHAT

1. Uncover **hidden synergies** with partners that are likely not currently "tuned-in" to each other, making us all more connected as a group. 🧶
2. Get the **Givers Gain juices** flowing - how can I help you? And you? And you? And how can I help them help each other? 🗣️ 🗣️
3. **Open minds** to the endless possibilities in your business when you have 39 other people in a room that have signed-up to be your referral partner and genuinely want to help you if they knew how. 💡
4. **Stay engaged** and resist the urge to hibernate in the winter. ❄️

STEP 1: THE TEAMS MEET WITH THEIR PARTNER ONLY

- ☐ Collaborate on how to generate revenue for each other
- ☐ Come up with a number of ideas and literally enter that number and the ideas into this form

Partner Meeting Form <https://forms.gle/H67ZHMQHow3jBG2m6>

Each partner enters a form – although the challenge is a team challenge, individuals take accountability individually for their efforts – ensuring each is paying attention to the challenge, contributing and by entering the data, they are more likely to remember the exercise and implement some, or all, of the ideas.



Partner Meeting Form

SYNERGY CHALLENGE PARTNER PAIRINGS:

- | | |
|---------------------------------------|---|
| 1. Alfred Zanni & Brian Pritchard | 11. Jen Toth & Shelley Chornak |
| 2. Amy Rutledge & Cody Bilak | 12. Jill McMahon & Ryan Berry |
| 3. Andrea Grabowski & Shanna Tokarsky | 13. José López & Michael Edwards |
| 4. Andrew Perry & Hayden Buckley | 14. Kelly MacLean & Sheila Buchanan |
| 5. Cailey Stintsman & Jake Krider | 15. Kenneth Weinberg & Zach Christensen |
| 6. Claudia Duffy & Greg Snyder | 16. Kim Kitchen & Lisa Blenda |
| 7. Fernando Bertero & Jennifer Palcic | 17. Mark Gepperth & Natalie Lang |
| 8. Gary Spolar & Roger Ramirez | 18. Mike McLaughlin & Jennet Foster |
| 9. Jacob Davidson & Scott Richardson | 19. Robbie Anderson & Susan Rennell |
| 10. Terri Healey & Jake Schoch | 20. Ryan Cole & Jay Braun |

STEP 2: TEAMS MEET WITH 3 OTHER TEAMS

First, they share the ideas they came up with.

- ☐ Team 1 shares their ideas from the form they completed in step 1 (10 min.)
- ☐ Team 2 does the same (10 min.)

Then, they help the team come up with more ways to collaborate.

- ☐ Team 1 comes up with more ideas for Team 2 (15 min.)
- ☐ Team 2 comes up with more ideas for Team 1 (15 min.)

Team Meeting Form <https://forms.gle/jFL4QM6ZmShvhZmJ7>



Team Meeting Form

Each person then fills out their own form with the number of new ideas they provided the other team.

SYNERGY CHALLENGE – TEAM MATCHUP MATRIX

1. Alfred & Brian

→ Claudia & Greg
→ Terri & Jake Schoch
→ Kelly & Sheila

6. Claudia & Greg

→ Alfred & Brian
→ Jen T & Shelley
→ Robbie & Susan

11. Jen T & Shelley

→ Andrea & Shanna
→ Claudia & Greg
→ Ken & Zach

16. Kim & Lisa

→ Andrew & Hayden
→ José & Michael
→ Ryan C & Jay

2. Amy & Cody

→ Gary & Roger
→ Ken & Zach
→ Mike M & Jennet

7. Fernando & Jennifer

→ Andrew & Hayden
→ José & Michael
→ Mark & Natalie

12. Jill & Ryan Berry

→ Andrew & Hayden
→ Gary & Roger
→ Robbie & Susan

17. Mark & Natalie

→ Cailey & Jake Krider
→ Fernando & Jennifer P
→ Jacob D & Scott

3. Andrea & Shanna

→ Jen T & Shelley
→ Cailey & Jake Krider
→ Ryan C & Jay

8. Gary & Roger

→ Amy & Cody
→ Terri & Jake Schoch
→ Jill & Ryan Berry

13. José & Mike E

→ Fernando & Jennifer P
→ Kelly & Sheila
→ Kim & Lisa

18. Mike M & Jennet

→ Amy & Cody
→ Jacob & Scott
→ Ken & Zach

4. Andrew & Hayden

→ Fernando & Jennifer P
→ Jill & Ryan Berry
→ Kim & Lisa

9. Jacob D & Scott

→ Cailey & Jake Krider
→ Kelly & Sheila
→ Mike M & Jennet

14. Kelly & Sheila

→ Jacob & Scott
→ José & Michael
→ Ryan C & Jay

19. Robbie & Susan

→ Claudia & Greg
→ Jill & Ryan Berry
→ Andrea & Shanna

5. Cailey & Jake Krider

→ Andrea & Shanna
→ Jacob & Scott
→ Mark & Natalie

10. Terri & Jake Schoch

→ Alfred & Brian
→ Gary & Roger
→ Ryan C & Jay

15. Ken & Zach

→ Amy & Cody
→ Jen T & Shelley
→ Mike M & Jennet

20. Ryan C & Jay

→ Andrea & Shanna
→ Terri & Jake Schoch
→ Kim & Lisa

The Prize

The Leadership Team will declare a winner on 2/26th after reviewing submissions on 2/19. One team will have their BNI room dues either comped or reimbursed.

It's a fun incentive — but honestly, the biggest win is the conversations you'll have and the relationships that grow because of them.

Why In-Person Meetings Make a Difference

You absolutely can meet by phone or Zoom — but when two business owners or professionals sit across from each other, something different happens:

- Ideas land more authentically
- Trust grows faster
- Creative thinking flows
- You walk away energized, not “task completed”

Four hours of in-person connection — spread over six weeks — is one of the best business investments you can make this winter.

Tips to Keep Meetings Moving (and Still Enjoyable)

Suggestions that help you make the most of your time:

- Start with a timer so everyone gets equal time
- Bring your printed idea confirmations (emailed after you complete Partner Meeting Form)
- Keep explanations short so creativity has room to breathe
- Let the brainstorming be playful — sometimes simple ideas spark the best results
- If only one new idea comes out of a meeting, that's still a win

Final Thoughts

You joined BNI because you believe in relationships, collaboration, and business growth. This challenge is a fun framework to help you remember who we already are — a community of skilled business owners and professionals who grow faster together than alone.

- Invest your time in your network for the most ROI
- Be open, curious and get creative about the possibilities
- And let the conversations, your partner and your team matchups surprise you.