



In the creative economy, companies which value ideas above all are the ones that will thrive.

Back in 1985, **Dr Ivan Misner** had a vision to build his business in 20 countries within 20 years. Today, the business referral organisation Misner founded has surpassed that mark as Business Network International (BNI) spans across 30 countries with 113,000 members worldwide. Its success has tamed skeptics and detractors who had perceived the business model to be nothing more than just another fad.

Brainchild of the Creative Economy

Dr Misner's

Vision 20/20