

Bro. McKnight & Associates (BMA)



@BigBro254

WWW.BMA.OR.KE



Birds of a feather...shall we?

BMA INDUCTION NOTES

Download: www.bma.or.ke/induction Doc Version: 20170724.003

Good Morning/Afternoon Ladies and Gentlemen, Welcome to BMA Induction.

Vision Casting (Why BMA Exists)

What is BMA? Bro. McKnight and Associates (BMA). Simply put, BMA is the next big thing like the UN.

BMA is an award-winning tech-savvy social impact enterprise started in 2008 from Kenya, East Africa. In other words, BMA develops technology products which primarily seek to make a positive difference in society as a whole, hence the recognition for doing so in awards such as Business Daily The Next Big Thing, Enablis Top 100, ICTAK Kenya@50 Value Brand, among others.

Our Vision Statement is to become "The Lead Global Think Tank in facilitating Enlightenment and Empowerment" playing in the league of the likes of the United Nations (UN). Our Mission includes building "A Social Impact Enterprise with over a Trillion Dollar Balance Sheet providing over a Million Jobs globally" as illustrated on The BMA Big Picture online. Our Motto is "Facta Non Verba (Latin: Deeds Not Words)" adapted from the elite JTF2 Canadian Special Forces. Our Corporate Quote is "Good is the Enemy of Great - Jim Collins" which speaks to our pursuit of Excellence.

BMA runs what we call a Hybrid Business Model with 20+ Products both For-Profit and For-Public though currently focused on the following IP-Protected Product Brands: QuickBriefs [QB] App for Marketing; Vet Pal App for Veterinary Doctors, Pet Owners and Livestock Farmers; Article1 App for Civic Education; GSS App, Book and Certification Course for Biblical Study and Motivation; and M-Shirika System for Finance and Communications. Our Professional Services include Strategic Consultancy on ICT/CSR/PPP and Digital Marketing on QB/A1/GSS. Our For-Public Products in the pipeline for roll-out in due course include Angel Capital, Legal Aid, Medical Aid, Scholarships, Prison Outreach, Alabaster Rescue, Private Intelligence, Private Military Contractors, among others.

M-Shirika as a FinTech product is currently our primary cash cow to bankroll our other Products and ultimately our Mission and Vision Statements. Documentation and Login: www.bma.or.ke/mshirika.

Trust Building (Who BMA Is)

BMA shall comprise of 8 Million+ Networking Associates with 7 Ranks in charge of 1,000 to 1 Billion Accounts (Clients and Investors) from Lowest to Highest respectively as follows:

1. 1 BMA Founding Chairman: Chief-in-Command (BMA FC/C-I-C) in charge of R&D and all
2. 1 BMA Vice Chair/Sec Gen: Second-in-Command (BMA VC/2-I-C) over Staff & Client Relations
3. 1 BMA Treasurer: Third-in-Command (BMA TR/3-I-C) in charge of Investor Relations
4. 251 BMA Advisory Boards at Global and Local Jurisdictions handpicked from among the Ranks
5. 7 BMA Networking Associate Generals (BMA NA/GEN) - 1B A/Cs
6. 70 BMA Networking Associate Major Generals (BMA NA/MGEN) - 100M A/Cs
7. 700 BMA Networking Associate Brigadier Generals (BMA NA/BGEN) - 10M A/Cs
8. 7K BMA Networking Associate Colonels (BMA NA/COL) - 1M A/Cs
9. 70K BMA Networking Associate Majors (BMA NA/MAJ) - 100K A/Cs
10. 700K BMA Networking Associate Captains (BMA NA/CPT) - 10K A/Cs
11. 7M BMA Networking Associate Lieutenants (BMA NA/LT) - 1K A/Cs

So who is Bro McKnight? Many people ask. I'll introduce myself both professionally and personally for the sake of what I call trust building. My CV and LinkedIn Profile is accessible from BMA Website.

My name is Bro AKM McKnight, the Founding Chairman of BMA where I am responsible all-round for Research and Development (R&D), Strategy Formulation, Economic Modeling, Talent Management, Legal Drafting, Software Engineering, Scientific Innovation, Cyber Security, Branding and Marketing, Creative Design, Literary Authorship, Content Sourcing, Corporate Communications and Media Production. I have invested over 30,000 professional hours valued at U\$D100/hr in BMA to-date. 99% of the stuff you interact with from BMA I personally built from scratch both in substance and style such as these Notes, the MOUs, the Apps, the GSS Book, etc. Perhaps you may define me as an Aspiring Polymath and Philanthropist or by what I call a Social Impact Techpreneur, a three-in-one Intellectual, Innovator and Creative, one who harnesses both left and right brain hemispheres.

One of my initial Key Clients was JCCMI led by Apostle Dr Wilfred Lai and Bishop Dr Eng Mark Kegohi where I volunteered professional services worth KES 15 Million as a Digitisation Partner to the Ministry since the year 2010. They used M-Shirika to process Financial Statements worth KES 50+ Million and sent 4,000+ Appreciation SMS to 400+ Pastors Churches which cover 70,000+ Members. Their Recommendation Letter download is available from BMA Website Links to M-Shirika.

Other Consultancies and Portfolios I have undertaken while working at BMA include being a Training Moderator for GOK Women Enterprise Fund 200+ Women in Embu, a Civic Educator during Kenya Constitution Referendum 2010 and a Deputy Presiding Officer (DPO) for IEBC General Elections 2013.

Prior to venturing into Entrepreneurship, I held 3 formal jobs: A Web Developer and Software Engineer for Metrocomia (K) EA Ltd, a company with partnerships in Denmark, where my responsibilities were to develop Websites and Software for Clients such as AIG, UAP Insurance, CFC Bank, Safaricom, Manson Hart, Out of Africa, KDN, among others. I worked 7am-7pm 6 days a week and handled over 30 projects some of which were large scale and end-to-end. Before that, I was a Lab Manager at KCA University supporting over 30 Project Students, End-User Training, Hardware and Software Maintenance. My first formal job was as a Data Clerk and Field Researcher at Strategic PR and Research, where I crunched Statistical Data and conducted Field Interviews for Political Opinion Polling and Media Consumer Surveys commissioned by Clients such as the Nation Media Group, Standard Media and International NGOs. I handled over 100 Respondents or Forms per day.

My Education includes a BSc (Hons) Applied Business Computing from Sunderland University UK, a Higher Diploma in Management of Information Systems from KCA University, Microsoft Certification, Accounting Packages, among other Academic and Professional Qualifications which Total 14 Certificates and an Aggregate Grade of just 72% under the circumstances. My goal is to bag 3 Doctorates in Neuroscience, Law and Economics before I am age 40, about 6 years from now.

I have had very little time for Social Life but I have sought a deeply rooted Spiritual and Scriptural Life.

I was raised disenfranchised by parents of Catholic and Anglican faiths respectively. I completed the Catechism Sacraments confirmed by the late Cardinal Maurice Otunga. At age 12, I surrendered my life to Jesus Christ through a Class 6 CRE Teacher however I stagnated in spiritual growth due to lack

of mentorship until age 18 when I re-dedicated my life again. I became a Christian Union (CU) Official at KCA University in charge of 100+ Students peers taking the same Course at 5 Levels rather than over a single Class as was the case with the other Officials, and concurrently a Discipleship Group Leader at CITAM Valley Road for 5 Years to 2007. In 2007-2008, something happened in the Spiritual Realm that manifested itself in the Physical Realm as Post-Election Violence in Kenya and the Global Financial Crisis which, in my view, has a Prophetic Parallel with the advent of bloodshed that followed the Birth of Christ 2 Millennia ago or 6 Millennia since the first Adam. Topic for another day.

Furthermore, for a decade between 2002 to 2012, the Lord led me to read and re-read the Bible cover to cover several times at a Tith of my Day Hours. Then He prompted me to stop reading it like a novel, to start noting down practical lessons or insights for success in life which accumulated into 11,000+ Nuggets of Wisdom. This is what birthed Guidelines for Success from Scripture (GSS) App and Book worth 15 years of Research and Development (R&D). GSS 114 Pocket Book constitutes not only my Personal Memory Verses but also my Corporate Policies for BMA. All Associates who wish to work with/for me should seek to be conversant with the 50-page A6-size compact version within one year.

My Spiritual Calling and Giftings are in Leadership, Philanthropy and Education within the meaning of Romans 12, 1 Corinthians 12 and Ephesians 4 on top of being a Firstborn. Firstborns belong to the Lord as per Numbers 3:11-13. If you are not one, you will probably father or mother one therefore it's good to know so you may raise them accordingly and let them be. I am supposed to report in-person to Yahweh Adonai/Sabaoth and Yeshua Ha-Mashiach, how that happens or not is a classified matter.

I adopted the name McKnight (www.bma.or.ke/deedpoll) upon Second Baptism as a Born-Again Evangelical/Pentecostal Christian. Many local folk find it hard to spell or recall because it sounds like Mark then Night. Well, think of a Game of Chess, there is usually 1 King, 1 Queen, 2 Bishops, 2 Knights, 2 Rooks and 8 Pawns. So add Mc to Knight and you have McKnight as a surname of Scottish heritage. A Knight is one who embraces Virtues of Courage, Justice, Mercy, Generosity, Faith, Hope and Nobleness. Knights live by a Chivalry Code. Mine is "A Warrior who fights for the Poor, Weak, Defenceless and General Welfare of Society". Hence the BMA Helmet Logo, Military Motto and Corporate Culture, Private Security and Charitable Aid. I'll let you try to figure out what the Game of Chess is all about and who the Players are at your own pace but after you are done guessing you may look into the Prophet Isaiah (9:6-7) and Apostle Paul's Epistles (Acts 5:38-39, 17:26, Ephesians 6).

My Role Models are Prof Wangari Mathaai as she relates to becoming a Nobel Peace Laureate, Rev Dr Timothy Njoya, Dr Manu Chandaria, Dr James Mwangi (Equity Bank), Mrs Tabitha Karanja (Keroche Breweries), Dr Sam Gacharu (Mt Kenya University), Oprah Winfrey, Joyce Meyer, Dr Cindy Trimm, Rod Parsley, Bill Gates, Steve Jobs, Nelson Mandela, Mother Teresa, Albert Einstein, among others. It is also comforting to know that I am the same age as Mack Zuckerberg of Facebook, a billionaire American of Jewish heritage. No surprises there, considering the Abrahamic Covenant and perhaps INTJ Type.

My Bucket List includes Martial Arts, Motor Sports, Hollywood, among others.

I am an Eagle personality. I only attract other Eagles. Birds of the same feather... If you are a Chicken, Duck or Sparrow, you may find it hard to keep up but if you are an Eagle then you'll get me when I insist that you must Keep Your Word and Keep Time, Excellence and all. Google up Eagle behavior.

BMA Custom of Credibility Intros (BMA CCI)

This is how BMA Associates should introduce themselves to Prospective Clients and Investors:

1. Your Name
2. Your Position or Job Title in BMA and other Organisations currently
3. Your Experience Highlights including Key Employers or Clients – Brand Names, Track Record
4. Your Education Highlights – The Courses, Institutions and Grades where favourable
5. Your Social, Family and Other Life e.g. I'm a Chelsea fan or I'm going to Jo'burg in December
6. When and How joined BMA – If you joined for less than 1 year, mention this in-house only.

The easiest way to remember the 5 points during conversations is with the acronym N.P.E.E.S. The structure should be invisible. Make your introduction flow as the Chairman's example. The length depends on your Available Time, Talking Speed and whether you are having an Elevator Pitch, One-on-One Meeting or a Conference Audience. Have a Full Version and a 1 Minute Version with few but key punches. Two actual, real examples:

"I am Simon Muigai, a BMA Advisory Board Member and the MD of Rated Fun Ventures. Simply put, BMA is the next big thing like the UN. We are an award-winning ... BMA runs a Hybrid Business Model with 20+ Products ... [Page 2, Paragraphs 2+4]. Rated Fun Ventures is a Team Building, Air Ticketing, Events and Tours Company. Our Key Clients include Kenya Wildlife Service (KWS), Citi Bank, NIC Bank, Philips, Unilever and Pan Africa Life. One of the most memorable Events we managed was in Dubai for 100 pax. Previously, I worked for Royal Media Services and Nation Media Group. I have a BA in Tourism Management from Moi University. I fellowship at Nairobi Lighthouse Church where I met the Chairman of BMA in 2015."

"I am Muthoni Victoria, a BMA Networking Associate and a Real Estate Agent. Simply put, BMA is a political party...just kidding...BMA is the next big thing like the UN. We are an award-winning ... BMA runs a Hybrid Business Model with 20+ Products ... [Page 2, Paragraphs 2+4]. Previously, I worked for Urithi SACCO, Horizon Contact Centre and I&M Bank where I achieved the 2nd Best Sales Executive Nairobi Region Recognition Certificate for surpassing my annual target with over 200 Accounts. In Real Estate, I have closed rental sales worth KES 1.2 Million in the last two months. I studied Mass Communication at Multimedia University. I am also a Married Mom with 2 Kids. I joined BMA in 2008 via a competitive job application interview."

Of course, if you go to see a Client as more than one Associate then only the lead need say the BMA lines, no need to re-iterate. If any our Clients give you Deals for your other diverse Skill Sets and Contacts which may not necessarily be our Products the better. This is the essence of Networking. Market your BMA CCIs on QB (www.bma.or.ke/apps) with **#ilovebma #bmaelite** in your Description.

We currently receive about 150 Applications a month whenever we advertise vacancies. BMA is a meritocracy. We partner and hire based on merit first not nepotism or the like. So let's see, who are the other Eagles in the room? First of all, a round of applause to all Eagles in the room for making it here ahead other kinds of birds not here.

Ranks for Promotion are determined by the number of Accounts under you. With an Associate to Client/Investor Ratio of 1:1000, BMA therefore requires 8 Million+ Associates globally, who, by the way, shall shuttle around different Cities often: From Nairobi to Kigali, Jo'burg, Lagos, Dubai, London, New York, Dehli, Seoul, Sydney, Beijing, etc so BMA buying its own Private Jets seems inevitable. You may look forward to flying them as yet another incentive in those "Best Places to Work" Market Surveys.

Product Walkthrough (What BMA Does)

"Hello, we are BMA and we're here to advise you to throw away your Receipt Book!"

Having established that M-Shirika is currently our top priority earner, kindly take time to download and go through the Training Checklist and other M-Shirika Documentation from www.bma.or.ke/mshirika. Then familiarise yourself with QB, Vet Pal, Article1 and GSS on www.bma.or.ke/apps.

Contractual Docs (How to Partner with BMA)

There are 4 different types of legal documents to sign depending on what you want from BMA:

1. Associate/Referral MOU – 1 Page + NDSA
2. Client MOU – 1 Page + NDSA
3. Investors MOU – 1 Page + NDSA
4. Non-Disclosure and Non-Solicitation Agreement (NDSA) – 13 Pages

The MOUs download links are sent to you automatically when you apply at www.bma.or.ke/deals or email deals@bma.or.ke. Your signed and stamped MOUs should be scanned and emailed to labs@bma.or.ke. The NDSA is signed electronically by requesting a soft copy to be emailed to you by labs@bma.or.ke, print pages 1, 2, 10, 11, 12, fill them up, sign, scan and send back to the same email. Remember to complete the relevant BMA FORMS online: www.bma.or.ke/forms.

The following are examples and explanations of how to complete Key Clauses of the Associate MOU:

Suppose your name is Kate and you run a business called Kate Events and Décor, Inc. possibly with other partners and you wish to involve your business in dealing with BMA then enter your details in Clause 2 and state "...Acting by him/herself and on behalf of the Entity registered as **KATE EVENTS AND DÉCOR, INC.** ... (enter your business details)... Job Title as **CEO, KATE EVENTS AND DÉCOR & BMA NETWORKING ASSOCIATE** wherein the Associate shall split his/her income from BMA with his/her Entity on a Ratio of **THREE** to **TWO** ;

This means, suppose BMA should pay you \$10,000, we shall disburse \$6,000 to you personally and \$4,000 to your business. The choice of Ratio is at your own prerogative such as ONE to ONE, TWO to ONE, FOUR to ONE, etc. If you do not wish to involve your business in terms of Human, Financial or Other Resources, just write N/A – Not Applicable. Your Job Title on BMA side is either BMA NETWORKING ASSOCIATE or BMA ADVISORY BOARD MEMBER.

Clause 3: THAT the Chairman shall pay the Associate a One-Off Brokerage/Gratuity of **TWENTY** % Percentage and/or a Perpetual Commission/Royalty of **FIVE** % Percentage

and/or an Allowance of KES/USD N/A for bringing in Deals Worth KES/USD USD TEN THOUSAND per CLIENT(S).

This means, suppose you plan to bring in one or more Clients who pay a Total of \$10,000 per month for any of our Products and Services, BMA shall pay you \$2,000 One-Off and then \$500 every Month for the entire Tenure set in the Client MOU between 1-5 Years Renewable. This option gives you flexibility and does not place any pressure on you to reach a certain Target within a certain Timeframe.

Clause 3: THAT the Chairman shall pay the Associate a One-Off Brokerage/Gratuity of TEN % Percentage and/or a Perpetual Commission/Royalty of FIVE % Percentage and/or an Allowance of KES/USD USD ONE THOUSAND for bringing in Deals Worth KES/USD USD TEN THOUSAND per MONTH.

This means, suppose you plan to bring in one or more Clients who pay a Total of \$10,000 per month for any of our Products and Services, BMA shall pay you \$1,000 One-Off and then \$500 every Month for the entire Tenure set in the Client MOU between 1-5 Years Renewable. In addition, BMA shall pay you an Allowance of \$1,000 every Month subject to you closing your Deals within the same Month. Secondly, you have also implicitly set for yourself a Target by specifying an Allowance which must not exceed 20% of Target. Allowances may be either Pre-Paid or Post-Paid on a Case-by-Case basis. For Pre-Paid Allowances, the Associate must email BMA Top 3 Executives (Chairman, Sec Gen and Treasurer) and CC their Delegated National Proxies as to the merits of the Allowance. The DNPs shall exercise their Powers of Discretion in allocating the Allowance.

Clause 3: THAT the Chairman shall pay the Associate a One-Off Brokerage/Gratuity of FIVE % Percentage and/or a Perpetual Commission/Royalty of FIVE % Percentage and/or an Allowance of KES/USD N/A for bringing in Deals Worth KES/USD USD ONE HUNDRED THOUSAND per INVESTOR(S).

This means, suppose you plan to bring in one or more Investors who inject a Total of \$100,000 as a Corporate Bond in BMA by Private Placement for a Return of 300% spread as 25% per annum for 12 Years (See Investors MOU), then BMA shall pay you \$5,000 upfront i.e. as soon as the Investor's funds hit BMA Bank Account at the starting point (Effective Date). Then, at the end of each year after the Grace Period, when BMA pays the Investor 25% Return (\$25,000), the Associate gets a Commission of 5% cut from the Return (\$5,000). So the Associate takes home \$5,000 and the Investor takes home \$20,000 each year. After 12 Years, the Associate shall make 5% x 12 years = 60% x \$100,000 (\$60,000) whilst the Investor makes 300% - 60% = 240% x \$100,000 (\$240,000) or \$300,000 - \$60,000 (\$240,000). However, if the Investor contacts BMA directly, he/she makes the entire 300%. Therefore, all Associates should email BMA of their Investor Prospects and Leads early lest you are bypassed, though this is unexpected because the Investor trusts BMA because of you, so they are unlikely to transact without you.

Associates should sign two separate MOUs covering Clients and Investors respectively.

AOB and Wrap-Up

In conclusion of this Induction, remember to do the following:

1. Complete the relevant BMA FORMS online: www.bma.or.ke/forms.
2. Email your completed MOUs, NDSA and M-Shirika Training Checklist to labs@bma.or.ke.
3. Market your BMA CCI's on QB (www.bma.or.ke/apps) with **#ilovebma #bmaelite** in your Description.
4. Request your @bma.or.ke email address configured to your personal Gmail or other account.
5. Request BMA Business Cards. Write your Name, Phone and BMA Email on the back side.
6. Take the "I Love BMA" Photo then Caption **@BigBro254 #ilovebma** on FB/TT/IG and Follow BMA Social Media Pages.
7. Enquire whether there are any current BMA Client/Investor Prospects/Leads awaiting to be assigned Associates and get your own new ones.
8. Refer someone who is likely to join BMA during the next Induction Meet-Up. Double the Team.
9. Email your Questions for Clarification, Compliments on Parts or Lines you like most, Constructive Critique and Suggestions for Improvement to labs@bma.or.ke with the subject: Feedback on BMA Induction Notes. "Feedback is the breakfast of Champions" – Ken Blanchard. Can't wait!

All The Best, Thank You, Blessings and Keep Soaring,
 Bro McKnight, BMA Chairman.
 Facta Non Verba.



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