



Newsletter of the Society for the Advancement of Consulting® - April 2019

Founded by Million Dollar Consulting guru Alan Weiss, the Society for the Advancement of Consulting is the premier association for independent consulting professionals who subscribe to an industry code of ethics and provide significant consulting results among their clients.

Looking for the Best of the Best

We believe the best consultants around the world belong to SAC. And we want to honor the best of the best.

Nominations are now open for the first annual Advancing Consulting Awards. These awards will be given to an emerging consultant and to one with an established practice who have done the most to advance the profession in the previous year. The awards will be presented at our Annual Meeting in New York City in November.

To be eligible, you must be an independent business consultant who generates most of their income by working directly with clients, and you must be a member in good standing of SAC. Factors considered in evaluating applicants include degree of client success, innovation, advocacy and growth through association, and resilience.

[Nominate a SAC member.](#) -- [Apply for the award.](#)

San Francisco Workshop Gets Rave Reviews

We had a full house at our San Francisco workshop last week. Alan Weiss wowed the crowd throughout the morning, and we had three outstanding presentations in the afternoon.

If you missed us in San Francisco, there's still time to sign up for the Boston workshop in the end of May. Alan will again present in the morning, with three different afternoon presentations. See below.



We get around!

Our ambassadors have been busy! Evan Bulmer and Clifton Warren held a successful PacRim kickoff event in March. Here are the events coming up in the next quarter:

- April 24 – [Chicago Area Meetup](#) hosted by Praveen Puri
- May 4 - Berkeley, CA-[Create the Write Stuff](#) hands-on lab w/Simma Lieberman/Linda Popky
- May 4 – [South Florida Meetup](#) hosted by Art Koch and Leslie Austin
- May 23 – [New York City Meetup](#) hosted by Lisa Bing

Would you like to be a more impactful coach? Who better to coach us on maximizing your impact as a coach than the one and only Marshall Goldsmith. The webinar is this **Friday, April 5, @ 11am PDT/2pm EDT.** [More info.](#)

We'll see you on Friday for the webinar, at Alan's Million Dollar Consulting Convention next week, or [in Boston next month!](#)

As always, feel free to contact us with your thoughts, comments, and suggestions.

Lisa and Linda



**BREAKING
THROUGH** | TAKING YOUR
BUSINESS
TO NEW
HEIGHTS

Breaking Through: Take Your Business to the Next Level

There's still time to [join us](#) in Boston on May 29th at the Embassy Suites in Waltham, MA. Alan Weiss will speak in the morning, with three powerful sessions in the afternoon:

- *Getting Better Results: Using Influence Based Negotiation to Build Your Consulting Business* – Eric Bloom, IT Management and Leadership Institute
- *The Perfect Pivot: How to Reach New Heights by Rethinking Your Business* – Christie Lindor, Slalom Consulting
- *Published! A Look at Publishing Alternatives for Consultants* – featuring Roberta Matuson of Matuson Consulting, Rita Allen of Rita B. Allen Associates, and Juliette Mayers, of Inspiration Zone LLC, and moderated by SAC Executive Director Linda Popky

Co-sponsored by SPC, IMC, and The Boston Club

SAC members can attend this event at a low member rate, while members of Partner organizations will receive a discount from regular prices.

NEW: BUSINESS ACCELERATOR LAB - Berkeley, CA, May 4th

Want to learn how to write a press release, blog post or op-ed that get read and gets you known? Would you like to know how to easily repurpose content?

This hands-on session, featuring SAC Executive Director Linda Popky, will help you overcome the stress and anxiety around creating and repurposing your intellectual property. You'll leave with at least one piece of content during the session, and a plan for getting it published.

[More info](#)

Sign Up Now for the Annual Meeting

November 5-6 in New York City. [Sign up now!](#)

Meet Our Members: Mark Donovan

In the spotlight this month is SAC member Mark Donovan.

Dublin, Ireland-based [Mark Donovan](#) is the founder of Mark Donovan & Associates Limited, a consultancy that helps leaders keep their word and do what they say they'll do. In 2003, he left the corporate world to open his own consultancy practice. His clients include leaders and teams from Baxter Healthcare, Cadburys, Chill Insurance, Dublin City Council, Largo Foods (Tayto), Top Oil, and Virgin Media. While some SAC members are expanding their practice to be more global in nature, Mark tells us his goal is to build a thriving practice without ever leaving the city of Dublin.



We asked Mark 3 quick questions:

What differentiates you from others in your field?

I hold my clients accountable for what they have agreed to do. I follow up with them relentlessly until they do what they said they would do. One client's testimonial about me was, "Mark is a force of nature who directs and drives people to action."

What have you learned about business that you wish your younger self had known?

To focus on giving clients value and not time. When I started out, I was concerned that I was not giving my clients 'enough of my time,' it took me a while and some coaching from Alan Weiss to realize that it is all about the 'value we give.'

What do you find most valuable about SAC?

It is a fantastic opportunity to get top class webinars, newsletters and conferences for a very small fee. The two-day SAC event in New York in 2018 was a huge developmental experience for me with the top class speakers on show.

Want to Be Featured?

Then you need to complete your profile on the SAC website! How will people find you if you're not on the site? Set up your profile now! If you don't remember your password, go to the Member Login and ask for a password reset. Any questions? [Contact us.](#)

On the Road Again? Check Out Our Travel Benefits

The **Member Discounts** entertainment discount program provides exclusive discounts, special offers, and access to preferred seating and tickets for top attractions, theme parks, shows, sporting events, and much more. This unique benefit is offered exclusively to SAC members and their families.

As a market leader, the integrity of this program is based on offering special offers, products and services not available to the public. Member Discounts constantly adds new products and new offers in cities and destinations around the world, so please visit their site regularly.

Hotel Engine is a private, invitation-only hotel booking platform built for business. They provide the industry's lowest prices at thousands of properties across North America, Canada & Europe, superior support, and technology people love to use.

[Learn more](#) about these offers and other SAC member discounts.

What Discounts Would You Like To See?

We continue to search for discounts and benefits that we think will be of use to SAC members. Is there a business service or product you'd like to see added to the list? [Let us know.](#)

SAC April News Release: Successful Organizations Drive Disruptive, Yet Effective, Innovation

CLAREMONT, CA—Disruptive innovation and effective innovation are not mutually exclusive and successful organizations balance both elements, according to The Society for the Advancement of Consulting® (SAC). The key to getting it right is embedding an innovation ecosystem: processes and culture, a risk-taking curious mindset, and great communication. [Read more.](#)

May 10th Deadline for Next SAC News Release

Have you been quoted in a recent SAC press release? Why not? Here's the information for our next release. Join us!

Topic: *What strategies should successful organizations choose to drive continued growth in revenue and profits?*

*****IMPORTANT: NEW, EASY TO USE, SUBMITTAL PROCESS*****

Use this [link](#) to submit your input of less than 150 words formatted into 2-3 paragraphs in the same format as the prior releases **no later than May 10th**. Please remember to check your grammar and provide your name with attribution!

Follow Us On Twitter - We're Following You!

Our twitter handle is @consultingassn. Our goal is to follow all of our active members and to retweet your posts when appropriate. If we're not yet following you, it's because we don't have your Twitter handle. Send us a DM and we'll add you to our list. [Follow us.](#)

Weiss Advice:

PERSONALITY DISORDERS: SOMETHING YOU CAN'T "CONSULT YOUR WAY THROUGH"

A quick and dirty definition of neurosis is that condition in which people blame themselves for everything, no matter how unlikely that they are personally at fault. For example, "If I had only provided more incentive, the sales force would have hit its goals." A quick definition of a personality disorder is that condition in which the individual is never at fault, no matter how conclusive the evidence otherwise: "I'm the only one who knows anything around here, and I'm at the back of the pack because of politics."



Occasionally—in fact, frequently enough so that I encounter it about once a year—we are dealing with a client with some kind of personality disorder, concealed medical condition (e.g., depression), addiction, or other “non-organizational” problem. While I don’t advocate we all be amateur psychologists (which is exacerbated enough by the often invalid personality profiling so rife in our profession), I do advocate that we be sensitive to and observant of the symptoms of some of these conditions. No amount of consulting, modeling, coaching, or other business intervention is likely to resolve the problem. Usually, a therapeutic intervention is called for.

Now, I’m not talking about the royal pain in the rear who we, ourselves, would like to send into exile. These are the people who are generally entrenched in the “not invented here” syndrome, or the protection of their turf at everyone else’s expense, or the enhancement of their incentive plan. They are as obvious as a ham sandwich. Rather, I’m talking about otherwise rational, pleasant, seemingly business-oriented individuals who don’t respond rationally, pleasantly, or business-like on some occasions.

For example, we are all, to some extent, narcissists. However, narcissism becomes a personality disorder when the individual begins applying patently different ethical and legal parameters to his or her behaviors than are applied to colleagues and the community. (We are currently observing this in the college admissions bribery scandal.) So, when an executive tells you to investigate

unethical behavior with clients or cheating on expense reports, and you discover that same executive taking a trip to the Bahamas when the schedule says he or she is in a conference in Chicago, don't simply conclude you're dealing with a world-class hypocrite. You may have a client who, for him or her, is applying a quite rational, albeit double, standard.

When continued poor performance is blamed on everyone else, on company policy, on competitive actions, and on just poor luck, there is a distinct possibility that any money spent on performance improvement will be wasted. Check to see whether or not this is constant and continuing behavior, and suggest that counseling might be more in order than coaching. A very few of us are equipped to do both, but most of us aren't. We need to do what's right for the individual and the client.

I've been in meetings where it became apparent that a key manager was snorting cocaine several times an hour. I've seen people attempt to make key decisions while impaired by alcohol. I've seen clinically depressed executives attempt—with every good intention and the best possible work ethic—to achieve goals that their illness simply would not allow them to achieve.

Be sensitive to the human condition. As consultants, we all will encounter situations that cannot be resolved through traditional management consulting. It's best to recognize them and direct them to the proper source rather than try to force your way into them and become a part of the problem yourself.

© Alan Weiss 2019

Stay in touch with Alan Weiss's events [here](#).

Upcoming SAC Events

April 5

Marshall Goldsmith - Stakeholder Centered Coaching: Maximize Your Impact as a Coach
SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

April 8

Partner Event: **Women in Consulting: Managing Your Time Before It Manages You**, South Bay Satellite. 11:30am - 1pm PST. [More info.](#)

April 10-12

Partner Event: **Million Dollar Consulting Convention**
Washington, DC— *See us at the MDCC!* [More info.](#)

April 12

Partner Event: **SPC Lunchtime Meetup.**
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA 01803. [More info.](#)

April 24

SAC Chicago Area Meetup
Contact Praveen for [more info.](#)

April 29

Partner Event: **SPC Dinner Meeting: How to Get More Word of Mouth Referrals.**
5:30 p.m. to 8:30 p.m. at Hilton Garden Inn, 450 Totten Pond Road, Waltham, MA 02451. [More info.](#)

May 2

Partner Event: **IMC SoCal Dinner Meeting**
4:00 p.m. to 7:00 p.m. in Hawthorne, CA. [More info.](#)

May 4

Business Accelerator Lab: Create the Write Stuff - with Linda Popky
San Francisco Bay Area (Oakland); 11 am PT/ 2pm ET. [More info.](#)

May 4

Miami/Ft. Lauderdale Meetup
12:00pm-3:00pm at The Point of Aventura - Atlantic One. [More info.](#)

May 9

Partner Event: **IMC GA: 6th Annual Entrepreneurship Small Business Summit**
7:30 p.m. to 5:00 p.m. [More info.](#)

May 10

Partner Event: **SPC Lunchtime Meetup.**
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA 01803. [More info.](#)

May 10

Partner Event: **IMC DFW: The Consultant's Round Table: May 2019**
7:15 p.m. to 9:15 p.m. in Dallas, TX. [More info.](#)

May 15

Dan Weedin - Navigating the Insurance Maze: A Consultant's Guide
SAC PRACTICUM Webinar Series; 10 am PT/ 1pm ET. No charge for members. [More info.](#)

May 17

Partner Event: **IMC GA: Mastermind Event: Consultant/Client Panel**
11:30 a.m. to 1:30 p.m. [More info.](#)

May 17

Partner Event: **IMC Chat Room**
2:45 p.m. ET (11:45 a.m. PT) [More info.](#)

May 20

Partner Event: **IMC DFW: Consultants Forum 2019**
6:00 a.m. to 9:00 p.m. in Dallas, TX. [More info.](#)

May 21

Janet and Neal Larsen Palmer - The Body Language of Business Development
SAC Best Practices Webinar Series; 11 am PT/ 1pm ET. No charge for members. [More info.](#)

May 21

Partner Event: **C2M Live! Webinar - Topic/Speaker TBD**
2:00 p.m. ET (11:00 a.m. PT). [More info.](#)

May 23

SAC New York Area Meetup
Contact Lisa Bing for [more info.](#)

May 24

Partner Event: **IMC Houston: Making Change Work, When Everything is Changing**
11:30 a.m. to 2:00 p.m. in Houston, TX. [More info.](#)

May 29

SAC One-Day Regional Event in Boston, MA with Alan Weiss
[More info and to register.](#)

June 11

Robin Farmanfarmaian—The Thought Leader Formula: How to Strategically Leverage Your Expertise to Drive Business & Career Goals
SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

November 5 and 6

SAC Annual Meeting in New York City
[More info.](#)

Mark your calendar!

Webinars are included in your SAC membership. [Join or renew](#) your membership now.

Society for the Advancement of Consulting

2058 N Mills Ave, #532, Claremont, CA 91711

consultingsociety.com - 909-630-3943 - info@consultingsociety.com

