



Newsletter of the Society for the Advancement of Consulting® - April 2021

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.

The Cream of the Crop

Spring is upon us. This means many things, but here at SAC it means it's time to launch this year's Advancing Consulting Award process.

This year's awards have been reimagined to better acknowledge the types of creativity and innovation that are springing up in our community as we move through the pandemic and beyond. We want to find the cream of the crop – to honor those members who are at the pinnacle of their profession with the Consultant of the Year award **AND**, new this year, the consultant who has shown outstanding creativity and innovation in their practice and with their clients or community.

Who will be this year's awardees? Could it be you or someone you nominate? Follow the process below to nominate the best in our community between now and June 3rd. Nominate your colleague or nominate yourself. [More information here.](#)

Here are the programs to help you get ready to jump into the rebound at full speed:

- **Be Virtually Outstanding.** Our regional event on April 13th will help you plan virtual programs that are both engaging and effective. [Register today!](#)
- Want to work more effectively with clients in the C-Suite? This month, **Charmaine McClarie** shares her tips for working with senior executives in her webinar on April 7th. [More information.](#)
- If you've ever suffered through a bad virtual meeting experience, our upcoming May 13th webinar is for you. Meeting specialist **Robbie Samuels** will share his tips on **No Bad Zoom**. See below for [more details](#).
- This year's **Annual Meeting** will again be virtual. We're building on what went well last year and focusing on a more engaging, interactive experience. See below.

Our SIGs are off and running. [Check out the website](#) to see what's going on with these groups.

We're glad to have you along with us for the ride. What else can we do to make SAC an even better experience for you? Please reach out and [let us know!](#)

Linda and Lisa

BE VIRTUALLY OUTSTANDING!
VIRTUAL REGIONAL MEETING: April

13th

Still Time to Register!

Here are five reasons we think it's important to focus on virtual meetings now:

- Even with the recent gains, it's not clear when businesses will be willing and able to meet in person again.
- It's still possible we'll see another surge of corona virus cases based on variants, which will delay openings further.
- We can't cross borders, especially in and out of the US. The only way to work with clients outside your country, at least through the end of 2021, will be virtual.
- Business travel will never go back to the way it was in 2019. Companies will reevaluate and reconsider how much, how often and where their employees travel. Travel budgets may be cut in half or more. Large conferences are likely to be downscaled or even cancelled.
- People who are tired of being stuck in their homes and willing to travel are likely to focus on personal travel first, not business meetings.



Robert Strong

Andrew Hollo

And here's the #1 reason for you to attend our April 13th event on Being Virtually Perfect:

The better you are at managing virtual meetings and events, the more you'll stand out from the crowd.

One year into the pandemic, we're all struggling with yet more virtual meetings.

Best of all, you can enjoy this session from wherever you are in the world. If you can't make it live, the recording will be available for viewing at your convenience afterwards.

[Learn more](#) about the speakers.

The 2021 ANNUAL MEETING: Better than Ever

As we move beyond the pandemic, there will be a myriad of opportunities for good consultants to help clients and build our own businesses. The question is whether you will be ready to hit the ground running in 2022.

READY
for
REBOUND



Growth by Association

This year's annual meeting is designed to help you be ready for the rebound:

- What trends will be impacting businesses around the world?
- What skills and capabilities will consultants need to help clients thrive in the coming business environment?
- How will savvy consultants promote their businesses in this new world?
- What do clients say about their consulting needs?

Last year's virtual annual meeting allowed us to reach more people than ever before with global content at times friendly for all major geographic areas. We got rave reviews on the quality of both the speakers and the event, but we're still not satisfied.

This year's event will also be virtual, but we're building on what worked last year to take this year's meeting to the next level:

- Three shorter days with staggered starting times for different geographies
- More time for networking between sessions

- More interactivity within sessions
- More breakout sessions, including a focus on Special Interest Groups (SIGs)

Plus your favorites from last year will be back:

- Keynote by SAC Founder Alan Weiss
- Client panels from different geographies
- Birds of a Feather sessions
- Presentations by outside experts and members of the SAC community such as **Robbie Kellman Baxter** on subscription marketing, **Dorie Clark** on building a multi-pronged marketing platform that rocks, **Stephen Shapiro** on effectively using innovation to scale your consulting practice, **Rob Oddi** on becoming a master video presence, and more.
- Presentation of the 3rd Annual Corrie Shanahan Memorial Advancing Consulting Awards

And, all of this comes to you in the convenience of your own location. No need to travel, be vaccinated, or manage COVID protocols. You can even attend all sessions maskless!

Look at [last year's agenda](#) to give you an idea of the quality of presenters you can expect for this event.

[Sign up now](#) to get the low **Early Bird registration event**. Partners and non-members are welcome to attend as well, at higher fees.

We'll return to New York City in October 2022.

RECOGNIZING EXCELLENCE AND INNOVATION: Consulting Award Nominations Now Open

The 3rd Annual Corrie Shanahan Memorial Advancing Consulting Awards are back—with a new twist.

We've rethought the awards to better celebrate the accomplishments and resilience of this community. This year, we'll be offering two awards:

- **Consultant of the Year.** This award goes to the consultant who goes above and beyond, as measured by five specific criteria.
- **The Creativity & Innovation Award.** New this year, this award is meant to honor that consultant who showed the most creativity, developed a high innovation product or service, and opened our eyes to something we were not aware of previously.

More information on the process, the awards committee, and information on winners from previous years are all found on the [awards page](#) of our website.

The awards are open to all SAC members. Nominate someone you feel is worthy—or nominate yourself, but do it soon! Call for nominations is **open from April 1st through June 3rd**.



NEW EVENT REMINDERS

We've instituted a new system to remind you of upcoming meetings and events. Look for these easier-to-read emails in your mailbox now!



Wise Down/Wake Up - This Wednesday, March 24 at 4pm Pacific, 7pm Eastern, 10am Melbourne (ET/PT)

Join Zoom Meeting
Meeting ID: 808 8433 8388
Dial by your location
+1 800 800 8619 US (San Jose)
+1 202 215 8782 US (Phoenix)
+1 408 945 2790 US (Houston)
+1 502 215 8530 US (Washington DC)
+1 415 426 7278 US (Chicago)
+1 540 878 3023 US (New York)
Zoom Meeting ID: 808 8433 8388
Zoom Meeting Password: 492452
Zoom Meeting Pin: 492452
Zoom Meeting URL: https://us02web.zoom.us/j/80884338388
Zoom Meeting Phone Number: +1 800 800 8619
Zoom Meeting Password: 492452
Zoom Meeting Pin: 492452
Zoom Meeting URL: https://us02web.zoom.us/j/80884338388
Zoom Meeting Phone Number: +1 800 800 8619

IMPORTANT NOTE ABOUT MEMBERSHIP RENEWALS

You SAC membership will renew automatically at the end of each 12-month period unless you cancel it on the member website or [send us](#) an email. You'll receive a heads-up notice 45 days prior to the scheduled renewal date. If for some reason you don't want to renew, please tell us at least 3 days before the renewal date. More information.

[More information.](#)

ACCELERATE THIS!

Our business accelerator labs have been well-received. On April 20th, Mark D. Wolf will be presenting an accelerator lab called Facilitate This!

[Register now.](#)

Want a different accelerator lab? [Let us know](#) and we'll get it scheduled.

SAC IN PICTURES

Have photos of a SAC event? [Send them](#) to us and we'll share them with the community!

SAC Non-profit SIG - March 2021



SAC Supply Chain SIG - March 2021



SAC Supply Chain Panel - March 18, 2021



SAC Wine Down/ Wake Up Meeting - March 24, 2021



Hugh Blane with his SAC cup - Send in your photo today!



Spring Forward: Get the Most out of SAC

Why not utilize SAC to increase your visibility and success? Take advantage of one of the following opportunities. We have a new social media campaign and will be including in our promotions:

- [Update your profile](#). Make sure your profile has the most current information.
- [Submit an article](#) for the [SAC blog](#)
- [Submit a quote](#) for our bi-monthly [press release](#). Our next release will be in February—see below.
- Join our [local, regional and global meetings](#). Check out [photos](#) and other news from our recent events.
- [Submit your book](#) to “[SAC in Print](#)”
- If you could be an editor, consider taking on the role for [SAC Press](#). This will provide great exposure for contributing members.
- [Access past webinars](#) through the archives. Both video and audio versions are available.

Please add/update your social media handles in your profile so that we can follow and tag you.

We’ve updated our website with the list of benefits available to SAC members. The list includes some items that are not being utilized by all of our members.

[Check this out.](#)

Meet Our Members: Liz de Clifford

This month we’re profiling Liz de Clifford. [Contact Liz.](#)

Liz de Clifford has more than 20 years of experience collaborating with business leaders who need to improve their presence, connect with audiences, and achieve results. She has worked with executives at companies such as Google, coached start-ups seeking to secure funding, and executives who need to make an important speech at a conference, seminar, or corporate retreat. Born in England with work experience in Australia and South Africa, Liz also serves clients who seek to reach an international audience.



What is the one thing that most differentiates you from others in your field?

My life has been an adventure--focused on life-long learning and exploring the globe while working a wide variety of jobs, taking on consulting and training roles, and starting different businesses. I’ve developed a unique skill in reinvention. Early on, I started speaking and co-chaired the Professional Speaker Academy at the National Speakers Association (NSA) and so combined reinvention with speaking to form my current practice.

What is something you've learned about business that you would have liked your younger self to know?

The value of sales and marketing for global businesses, and how humor can turn around almost any situation.

What do you find most valuable about SAC?

The global network of consultants is extraordinary, and SAC facilitates the collaboration, sharing of knowledge, and discussions of future trends across the globe.

Want to Be Featured?

Complete your profile on the SAC website! 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.](#)

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.](#)

April Press Release - Global Business Opportunities Now Springing Up Everywhere

CLAREMONT, CA—While 2021 may be a year of mixed opportunities for global business, according to The Society for the Advancement of Consulting® (SAC), if companies look closely they'll find a myriad of opportunities to discover and exploit.

[Learn more.](#)

May 13th Deadline for Next SAC News Release

Topic ideas for upcoming releases? [Let us know.](#)

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

Topic: *The pandemic has accelerated the adoption of technology. What should we expect to see in terms of technology to support growth in the coming year?*

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 13th**. Please remember to check your grammar and provide your name with attribution!

Note that the word count **includes** your personal information. In order to keep the releases concise and readable, we are unable to accept contributions that are longer than the guidelines.

Weiss Advice:

HOW HAVE YOU BEEN SPENDING YOUR TIME?

As I predicted, the March/April/May business boom is occurring, right on schedule. Even the hospitality industry is looking good. Cruise lines report that bookings in the first half of 2022 are better than the equivalent period pre-pandemic, in 2019.

We've made vacation plans for July, August, and October. I've schedule



major events in September and October “live.” I’m scheduling meetings in person beginning June 1.

Vaccinations are efficacious and increasingly disseminated, despite the bumbling politicians in both parties (the entire pandemic response should have been left to the scientists and the military). Your clients and prospects are now searching for methods to:

- Determine the efficacy of remote work and how much to continue
- Determine the comfort level of people returning to a physical office
- Struggling with employees with new concerns, such as adopted animals, lack of traditional day care, home schooling, and fears of commuting in congested vehicles
- Trying to bring lower level people back whose stimulus and unemployment checks may dissuade them from returning
- Resurrecting global business when many countries continue to be in horrid shape because of poor vaccine rollouts
- What to do with significant cash reserves since even with revenues down expenses were nil

In response to all this, I’ve created a new approach to strategy (Sentient Strategy®), global crisis coaching for individuals and groups, a global online learning program for emerging entrepreneurs in developing countries, updated three of my books, written a new one, and have contract for two others with co-authors. How about you?

How have you been spending your time? Remember, I work about a 20-hour week. Are you going to surf this great wave or get buried by it?

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

Upcoming SAC Events

April 7

Charmaine McClarie: Working Effectively with Clients in the C-Suite

SAC Best Practices Webinar; 12pm PT. No charge for members.

[More info.](#)

April 13

SAC Regional Event: Be Virtually Outstanding: Take Your Virtual Practice to the Next Level

[More info.](#)

April 20

Mark D. Wolf: Facilitate This: How to Uplevel Virtual Meetings and Workshops

SAC Business Accelerator Lab (via Zoom); 12pm PT (2.5 hours)

[More info.](#)

May 13

Robbie Samuels: No Room for Bad Zoom

SAC Best Practices Webinar; 11am PT. No charge for members.

[More info.](#)

Oct 5-7

SAC Annual Meeting: Ready for Rebound (virtual)

Early Bird Pricing through June 1st

[More info and to register.](#)

Mark your calendar!

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

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