



Newsletter of the Society for the Advancement of Consulting® - April 2022

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.

In Flux

Every time we think things are settling down to a “new normal,” something changes. COVID cases are down dramatically, but we now have a horrific war in Ukraine, higher fuel prices, and more supply chain disruptions.

Yes, things are sort of a mess. To quote our founder, Alan Weiss—*that’s why our clients need us!* All of these situations create opportunities for us as consultants to help our clients not just survive but thrive.

We’ve got an exciting schedule of events planned over the next several months to help you build your skills and become more of a trusted advisor and thought leader to your clients.

Books and authors figure highly into our upcoming programming. This month, we’re excited to have **Susan RoAne**, the woman who wrote the book on how to work a room. Susan’s webinar on April 7th will focus on **Making Lasting Connections in Today’s Post-Pandemic World**.

In May, **Denise Brosseau**, author of *Ready to Be a Thought Leader?*, will share her ideas on how we can better establish ourselves to be seen as experts and thought leaders.

Written a book? Want to find out how to better leverage your work? Our **regional event** on May 19th is devoted to helping you get the most out of that book you’ve spent so much time completing. See below for more information.

Our next **Wine Down** is Thursday, April 7th, so put that in your calendar and come join us for an informal get together.

If you missed any of the sessions in our *So You Want to Be a Consultant* series, they’re archived on [our website](#).

Please feel free to [reach out to us](#) with thoughts, questions, comments, or just to say hi.

Linda and Lisa

REGIONAL EVENT: May 19th 1-4 pm, PDT BOOK THAT BUSINESS!

Many of us have written books or are in the process of writing one. It’s a big effort to get the book into print—but then what? How do you use your book to help build your consulting business?

That's the focus of our May virtual regional event. We've gathered a set of experts in this field—all of whom have published at least one book themselves to help you get the most you can from your book publishing endeavor:

- **3 Simple Ways to Start Marketing Your Book Even If You're Not Done Writing It Yet**
- **Podcasts: The Powerful Way to Promote Your Book Today**
- **How We Did It: Tips and Warnings from a Panel of Authors: Commercially Published, Hybrid, and Self-Published**



You will not want to miss this event! [Sign up now](#) to get the best pricing.

Early Bird Pricing—Until May 1st:

SAC members : \$99

Affiliates and Partners: \$129

Non-members/general public: \$149

After May 1st:

SAC Members: \$129

Affiliates and Partners: \$159

Non-members/general public: \$179

**AWARDS NOMINATION PROCESS OPEN NOW
MARCH 1 – APRIL 30**

NOMINATIONS FOR THE 4TH ANNUAL CORRIE SHANAHAN MEMORIAL ADVANCING CONSULTING AWARDS ARE NOW OPEN.

Know someone who you believe qualifies for these awards? Interested in nominating yourself? Complete the nomination forms available [here](#). More information about the award process, as well as interviews with previous award winners, is already available on our website.



Hear what one of last year's winners has to say:



IMPORTANT: MEMBERSHIP RENEWAL INFORMATION...

To renew (and to update your credit card):

- [Log in](#) (If you have any issues, just reset your password. It will reset easily since it is tied to

- your email.)
- Go to My account (in the top menu)
- Go to My Payment Methods and add/ update your credit card information.
- Go to My Subscription
- Click on renew now

[More information.](#)

Best Practices Webinar: How to Work a Room Redux: Making Lasting Connections in Today's Post-Pandemic World - Susan RoAne - April 7th



Working a Room WEBINAR: In Person and Online
PREPARATION is still the Key To The Kingdom whether we are attending in-person or online events

In this participatory webinar, you'll learn:

- How best to prepare BEFORE you step into the room...or Zoom.
- The 3 traits of an effective, engaging self-introduction.
- Why not to be an interrogator by asking TOO many questions.
- How to exit conversations GRACIOUSLY
- What constitutes easy-going CONNECTING Conversation
- The top three traits of SAVVY Networkers that build relationships and business.
- BONUS: What's different in the age of the PANDEMIC PAUSE

About the Speaker:

Named as one of [Forbes.com top 25 Networking Experts to Follow](#), Susan RoAne is known as "The Mingling Maven®". She leads a double life as a bestselling author and a sought-after entertaining keynote speaker who gives multi-generational audiences the required tools, practical techniques and strategies they need to connect and communicate in today's global business world.

A former Chicagoan who still prefers Deep Dish Pizza, Susan's groundbreaking best-seller, How to Work a Room® —with over a million sold worldwide— launched an industry. She also wrote The Secrets of Savvy Networking & Face To Face: How To Reclaim The Personal Touch in A Digital World. Among her Clients are: Kraft, LinkedIn, Apple, Bank of America, Hershey Foods, NFL, and Price Waterhouse.

One-hour webinar; FREE for SAC members.

[More info and to register.](#)

Have a topic or speaker you'd like to see in the future? [Let us know](#) and we'll try to make this happen.

SAC Europe Meetup in Amsterdam June 24th

All day event with SAC members in Amsterdam.

It's about time: SAC Europe is meeting face-to-face in Amsterdam on Friday June 24th! Join us as we discuss how to adapt our practices to the "never normal" world we now find ourselves in.

You will also have the option to meet for dinner at least once and maybe even twice! Exact timings and locations will be confirmed nearer the time.
Contact [Hamish Mackenzie](#) or [Patrick Daly](#) for more details.



SAC IN PICTURES

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

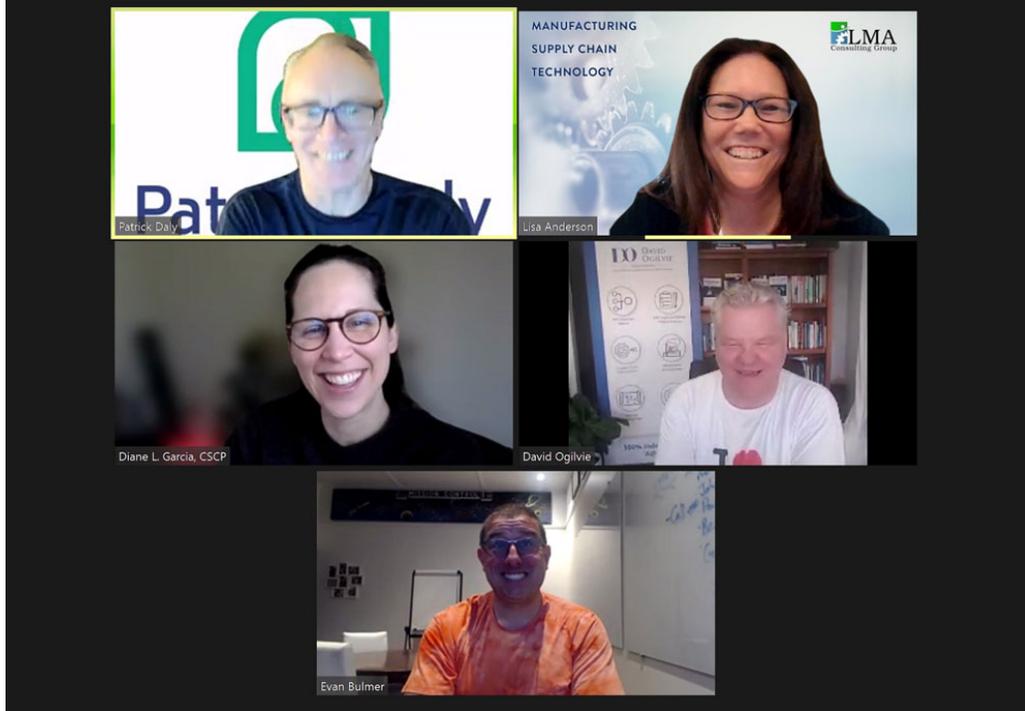
SAC Non-profit SIG - March 3rd



SAC Wine Down / Wake Up - March 2nd



SAC Supply Chain SIG - March 23rd



Meet Our Members: Patton McDowell

This month we're profiling Dr. Patton McDowell. [Contact Patton.](#)

Dr. Patton McDowell is a non-profit consultant, leadership expert, mastermind coach, podcast host ([Your Path to Nonprofit Leadership](#)), keynote speaker, author ([Your Path to Nonprofit Leadership](#), 2022), AFP master trainer. He has more than 30 years of coaching and consulting experience from his work with more than 240 nonprofit organizations. Learn more about Patton [here](#).



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

I was fortunate to work for two decades in the nonprofit sector before starting my consulting practice. That knowledge, coupled with coaching, teaching and providing counsel for over 250 organizations, gives me the practical experience to add value to nonprofit organizations of all sizes and sectors. Building a podcast community has also given me unique insights through interviews with nearly 150 nonprofit leaders from around the world, and inspired me to author a book to better capture the ideas that can help talented individuals excel at nonprofit leadership.

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

I wish I networked more with colleagues and aspirational peers when I first started. I had my "head down," focused on working hard, but likely missed great opportunities to learn from talented mentors. I also wish I had devoted more time to reading many of the professional development classics that I've been reading lately. I dismissed that kind of study because I was "too busy", when in fact it was exactly what I should have been devoting more time.

What do you find most valuable about SAC?

The Nonprofit Special Interest Group (SIG) is a wonderful example of the SAC community. I've been able to develop fantastic networking relationships with colleagues around the world, brainstorm ideas that have directly benefitted my consulting practice, produce relevant content for our sector, and even swap guest appearances on our podcasts!

NEW! All Featured Member profiles are now available on our website. [Check them out!](#)

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.](#)

April Press Release: Successful Organizations Move Beyond the Great Resignation

CLAREMONT, CA— Businesses are taking novel steps to better manage their workforces during the Great Resignation, according to The Society for the Advancement of Consulting® (SAC). The key is to take steps today that deliver long-term benefits for the workforce and sustainable results for the business.

[Read 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: *What should clients do to maintain profitable growth during inflationary times?*

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.

SAC Spotlight

Welcome to the SAC Spotlight. Each month we'll highlight the big wins of our members: new books published, awards won, etc. These events will also be promoted on our LinkedIn and Facebook pages and in social media.

Here's our list of member accomplishments for this month:

Urko Wood, owner of [Reveal Growth Consultants](#), appeared on Susan Tatum's Stop the Noise podcast to discuss "How to Avoid Launching New Offerings that Nobody Wants to Buy." [Listen.](#)

Steven Morris recently published *The Beautiful Business*. Read reviews, download a free chapter, and order the book [here](#). Steven also just presented at HR WEST, a large HR Conference in Oakland, CA, on "How to Build a People-First Organization." Download a free Leadership Brief [here](#).

Mark Wolf joined the Board of Directors of the Highland Courtyard Homeowners Association and was elected President in February 2022.

Jeff Cobb co-hosts the long-running [Leading Learning Podcast](#) with Celisa Steele. Focused on the business of lifelong learning, continuing education, and professional development, Leading Learning is audio intelligence for learning leaders.

Have something we should be highlighting? Fill in our [SAC Spotlight Contribution Form](#).



New Member Benefit: Podcast Central

Are you the host of a podcast? See our [growing list](#).

Want to be included on the Podcast Central page? Fill in our [SAC Podcast Form](#).

ExpertClick.com Member Benefit - 15% OFF!

Define your expertise for journalists with an **ExpertClick.com press room** so that journalists can know what you specialize in. Respond to news trends with news releases so that you can be invited to be interviewed by journalists.

Use the search engine optimization tools from ExpertClick.com so that you can be found in Google search.

Act by May 31st to be in the 2022 Yearbook of Experts – you'll be in good company. Use the Society for the Advancement of Consulting to **save 15%** at www.expertclick.com/Discount/Consulting_Society.



Weiss Advice:

RUNNING OUT OF EXCUSES.

Well, we've been through Covid, supply chain shortages, polarization, vax and anti-vax, war in Europe, sexual scandals, sports scandals, university admissions scandals, the Theranos trial, the opioid/Sackler cases, and on and on. And still, we persevere.

That's because we've brought the proper people to justice, we've created vaccines, we're responding to tyranny without risking nuclear winter, we have a free (if biased) press, and we are resilient.

I'm weary of people whining, especially consultants. The world needs expertise more than ever, and there is plenty of money floating around. (I remind you of the difference between "budgets" and "money.") Neither your complaining nor your clients' complaining is going to change a damn thing.

Volatility, turmoil, disruption are common because that's the world we live in today, and it's full of opportunity. But you can't take advantage of it behind your keyboard, staring at your screen. You need to get out and "mix it up." I had a woman tell me, "No one is travelling these days." That's because *none of her friends was travelling*, while the airplanes I was on were packed.

Listening to a small coterie of people with whom you have common interests is as bad as trying to stay informed by reading social media. At my recent birthday party in New York, I had over a hundred guests from different countries, different times in my past, different clients, and different views.

Those are the people I try to keep in my circle.

It's interesting that when you meet someone you've only interacted with on Zoom they can be much taller than you imagined from the small screen's singular exposure.

The world can be that much taller, as well.

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Alan Weiss announces: ***The Don't Attend This Workshop*** - May 3rd at 10:30am EST. 90 mins - Free recordings - Ask questions. \$250 online; \$2500 in person. [Learn more and to register](#).



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](#).

Upcoming SAC Events

April 6

SAC Europe Catchup (on Zoom)

5pm CET. Organizer: [Hamish Mackenzie](#)

April 7

Susan RoAne: How to Work a Room Redux: Making Lasting Connections in Today's Post-Pandemic World

SAC Best Practices Webinar; 11am PT.

[More info.](#)

April 7

SAC Wine Down/ Wake Up (on Zoom)

4pm Pacific. Organizer: info@consultingsociety.com

May 19

Book That Business! SAC Regional Meeting (Virtual)

About promoting your book once you've written it. 1-4 pm PT

[More info.](#)

May 24

Denise Brosseau: Thought Leadership

SAC Best Practices Webinar; 11am PT.

[More info.](#)

June 21

Norma Watenpaugh: What Your Clients Should Know About Partnering and Strategic Alliances

SAC Best Practices Webinar; 11am PT.

[More info.](#)

June 24

SAC Europe - Amsterdam

Details to follow. All day event. Organizer: [Hamish Mackenzie](#)

June 28

Amy Lee Segami: Creating a TED Talk

PRACTICUM Webinar; 11am PT.

[More info.](#)

October 11-12

2022 SAC Annual Meeting: Reinvent for Success

[More info.](#)

Mark your calendar!

*Webinars are included in your SAC membership. **Join or renew** your membership now.*

