



Newsletter of the Society for the Advancement of Consulting® - August 2020

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.

Thriving Through Ambiguity.

There's an old Chinese curse: "May you live in interesting times."

Wow, things have certainly been interesting lately, as the world navigates the ongoing COVID-19 crisis and its aftermath.

But for some, this series of events has not really been a curse. There are businesses and industries that are thriving despite the COVID crisis—or perhaps because of it. While many consultants are trying to get their businesses back on track, there are others who are doing very well this year.

How do you learn the secrets of what's working in 2020? Attend the SAC Annual Meeting in October.

Moving to a virtual format means we can provide more speakers, sessions that fit your time zones, and other learning options—and we can do it at a reduced price. See the details below. Early Bird pricing for this event expires August 15th. [Register now.](#)

Are you getting everything you can from Linked In? On August 11, **Dwight Holcomb** will share LinkedIn tips with us in our next PRACTICUM webinar. [More info.](#) Thinking about podcasting? Plan now to attend **Gayle Carson's** September 17 webinar on Podcasts for Pros. [More info.](#)

Just a few spots left for the Speak Up! Accelerator Lab workshop hosted by **Liz de Clifford**, a long-time member of the National Speaker's Association, on August 4th. [More info.](#) We've been asked for an encore presentation of the popular Write Now! Lab in September, too. See below.

We continue our series of Wine Down-Wake Up online Meetups—come join us soon. Bring your SAC cup with you!

Please stay healthy and [let us know](#) how we can support you at SAC.

Linda and Lisa

COMING UP IN OCTOBER...

VIRTUALLY THE BEST SAC ANNUAL MEETING...EVER

Thriving. Through. Ambiguity. That's what this year is all about.

Where else can you go to learn about how clients and consultants are growing their businesses in 2020 and planning for what comes next in 2021?

SAC founder Alan Weiss will be back to share his unique insights. We'll present the 2nd annual Corrie Shanahan Memorial Advancing Consulting Award. Plus we'll have presentations from experts around the globe on each of our three areas of focus, client panels, and Birds of a Feather (BOF) breakout sessions for those who want to connect on a specific subject.

Here's the best part. Our virtual format allows us to offer expanded sessions at time zones friendly for European, North American, and Pacific Rim attendees. Everything will be recorded and archived, so you can watch sessions as many times as you like, whenever is convenient.

[Learn more here.](#)

Early Bird Registration Fees - expire on August 15th:

SAC Members \$129
Affiliates \$159
Non-Members \$199

[Register now](#) to attend this unique event.

We will return to the Andaz Wall Street in New York City on October 6 and 7, 2021—presuming it is feasible to do so.

THRIVING
WITH CLIENT WINS

BREAKING
THROUGH
BARRIERS

BEYOND
AMBIGUITY:
WHAT'S NEXT?

Check the SAC Webinar Archives...NEWLY ORGANIZED

Now that we have over 50 webinars archived for SAC members, we've revamped our webinar access page. It's now much easier for SAC members to search webinars by speaker, topic, or other criteria. [Check this out now.](#)

UPCOMING BUSINESS ACCELERATOR LABS:

Speak Up – August 4th—JUST A FEW SEATS LEFT!

[Register now](#) for speaking expert Liz de Clifford's hands-on business accelerator lab on speaking. Seating is limited to allow for an effective interactive experience.

Write Now – September 22nd – European-Friendly Time

This popular lab will be running once more on September 22 at a time that is friendly for European members (9am PDT). A limited number of seats are available. [Register now.](#)

SAC IN PICTURES

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

SAC Wine Down / Wake Up Zoom Meetup - July 1st

Sharing experiences and showing off our SAC cups!



SAC Advancing Consulting Awards Committee - July 28, 2020



Liz de Clifford is enjoying her blue SAC cup.

Are you using yours?

Send us a picture!

Are You Getting Everything You Can From Your SAC Membership?

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:

- [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.](#)

NEW MEMBER BENEFIT: SAC Member Books for Sale on Bookshop

We’re excited to announce a new benefit for SAC members. Books published by SAC members are now available for sale in the [SAC Bookshop](#) on the Bookshop.org site.

Bookshop fulfills orders through independent book stores, so this provides an alternative to Amazon for book sales.

We’ve listed those books that are featured in [SAC in Print](#) on our website, plus we have a separate bookshelf set up for books by Alan Weiss. If you’ve been thinking of adding one of Alan’s books to your library, here’s a great way to do that.

Our [SAC in Print](#) listing of member books has been updated with a fresh new look.

NOTE: We have only listed those books that have been submitted to the SAC website. If you have not done this with your commercially published book, [do it now](#).

Meet Our Members: Mark Wolf

This month we’re profiling Mark Wolf. [Contact Mark.](#)

Mark Wolf is a sustainability consultant and executive coach who works with leaders to integrate sustainability into business strategy, operations, and culture. He has been published in the *Journal of Sustainable Banking and Finance* and has moderated numerous professional panels on sustainability topics (e.g., low-carbon economy, energy efficiency, climate tech, circular economy).



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

Throughout my career, both as a consultant and in Fortune 500 company roles, I have always focused on *changing the conversation* to drive successful business results. While the technical aspects remain complex, the harder part of this work is supporting clients in the formulation and

Bookshop

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\$5,479,075.81 raised for local bookstores

Million Dollar Consulting
Growth by Association

SAC Consulting Bookshelf

The Society for the Advancement of Consulting(SAC) is the premier association for independent consulting professionals who subscribe to an industry code of ethics and provide significant consulting results among their clients. Founded by Million Dollar Consulting guru Alan Weiss in 2003, SAC offers a series of in-person and online programs to help consultants share best practices and learn from industry experts and thought leaders in the business world. SAC today has members in 14 countries around the world.

This bookshop includes books published by SAC members--each experts in their respective fields.

articulation of their business strategy. A lot of my work focuses on amplifying personal influence as a key driver of change that creates impactful results.

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

What I've come to appreciate is that the key to consulting is solving business problems or pain points. The technical expertise required gets defined once you have helped clients clearly articulate their need and defined measurable outcomes.

My younger self was more invested in the tools, less so the outcomes. Now, I understand that the client's results rely on my ability to draw on a variety of methodologies.

What do you find most valuable about SAC?

For me, the most valuable part is to be a member of a community of consultants creating client results, and sharing their expertise around running a consulting business.

I really appreciate the opportunity to participate in PR releases, attend live meetings (pre-pandemic of course), and access discounts that are relevant to my business. And the Wine Down/Wake Up calls are highly connective and enjoyable, I always learn something new.

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.](#)

August Press Release: Diversification Now is Both Doable and Desirable

CLAREMONT, CA—Diversification makes good business sense during COVID-19, provided that the rationale and focus for doing so is clear, according to The Society for the Advancement of Consulting® (SAC). With a clear focus, customers will get enhanced value from products and services, as your business avoids the panic mode that besets weaker competitors.

[Read more.](#)

September 11th 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 advice do you have for steps businesses should take now to thrive in 2021?*

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 September 11th**. 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.

ALAN'S TEN STEP PROGRAM TO MORE POWERFUL PERSUASION



Build your vocabulary daily

- Write down and look up words you don't know
- Strive for "mid-high" level speech

Create and practice metaphors, analogies, and examples

- Use repeatedly until natural
- Keep examples contemporary through reading

Understand the other person's behavioral comfort zone

- Flexibly change your own behavioral set
- Use emotion, not logic, to spur to action

Listen 80% of the time

- Employ effective listening techniques
- Allow silences and don't seek to fill them

Visualize and anticipate

- Consider the conversational options in advance
- Create an articulate response to every likely objection

Focus on output, not input

- Transfer your mental set to result and outcome
- Distinguish between them with the other party

Avoid defensiveness

- Use judo and momentum to reverse direction
- Ask "why" someone has asked a troubling question

Provide options, not a *fait accompli*

- Move the discussion from "if" to "how"
- Engage the other in the diagnosis

Move through a series of small "yeses"

- Know your business model
- Gain conceptual agreement methodically

Always concentrate on value, never price, cost, or fee

- Never voluntarily discuss fees
- Defray questions about fee in the other's best interests

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Note: Join my [50-week Deep Secrets](#) video and audio learning series: Learn quick techniques to improve your control and your language.

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

Upcoming SAC Events

August 4

Liz de Clifford: Speak Up!

SAC Business Accelerator Lab (via Zoom); 1pm PDT.

[More info.](#)

August 11

Dwight Holcomb: The Top 5 Secrets to Accelerating Your Consulting Sales Using LinkedIn

SAC PRACTICUM Webinar; 11am PST. No charge for members.

[More info.](#)

August 27

Partner Event - WIC (Women in Consulting) - 4th Thursday noon webinars

David A. Fields: What Clients Need, Want, and Will Pay Your Consulting Firm For.

[More info](#)

September 17

Gayle Carson: Podcasts for Pros

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

[More info.](#)

September 22

Linda Popky: Write Now

SAC Business Accelerator Lab (via Zoom); 9am PDT.

[More info.](#)

October 6

Lisa Anderson: Get Known

SAC Business Accelerator Lab (via Zoom); 1pm PST (2.5 hours)

[More info.](#)

Oct 20-21

SAC Annual Meeting - VIRTUAL MEETING

[More info.](#)

Mark your calendar!

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

Society for the Advancement of Consulting

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