



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

Leaving Money on the Table?

The goal of great consultants is to provide outstanding value to our clients in exchange for a fair fee. But are you getting the fees you should for your expertise?

Do you know how to present your expertise in a way that shows prospects you are a recognized expert in your field? Do you know the key trends that may impact your clients and their customers? Do you know how to leverage the membership economy to create value for the clients in your community?

If not, you may be leaving money on the table.

Successful consultants know they can come to the **SAC Virtual Annual Meeting** in October to learn about these and other topics that can help them become even more successful.

But there's more. After you've closed the deal and cashed the check, how do you keep more of that money? And how can you make sure you're doing the right things now to create the legacy you want to leave in the future?

In our [August 19th webinar](#), estate planning expert **Bob Birgen** will tell us how to make the right financial decision to manage risk, return, taxes, and cash flow. On [August 25](#), SAC founder **Alan Weiss** will guide us on what we need to do now to build the kind of legacy we want to leave.

What can you do now to prepare for a great 2022? Sign up for the Refresh & Refocus Accelerator Lab in September presented by SAC member **Judy Dang**. [More info.](#)

What can we do to improve SAC for you? [Let us know!](#)

Linda and Lisa

ARE YOU REGISTERED FOR THE SAC ANNUAL MEETING IN OCTOBER?

Yes, we are seeing the economy rebound. Yes, there are tremendous opportunities for new business. But, no, we are not back to the way things were pre-pandemic. Your customers and prospects will be expecting you to help them navigate the new business environment and help them thrive.

READY
for
REBOUND



How do you prepare for what's coming in 2022?

Reserve your space at October's Annual Meeting, to be held virtually again this year on **October 5-7th**. This event is now recognized as one of the premier meetings for independent consultants. We got rave reviews on both the speakers and the event last year, and this year's lineup is even better. Check out the speakers here.

But it won't be complete without you! [Register Now](#). **Prices go up September 15th.**

New PRACTICUM Webinar: Financial Planning: What Smart Consultants Should Know August 19th

On August 19, estate planning expert **Bob Birgen** will tell us how to make the right financial decisions to manage risk, return, taxes, and cash flow.

[More info.](#)



New Accelerator Lab: Refresh and Refocus – September 14.

New SAC member **Judy Dang** is offering an exciting new accelerator lab in September.

Judy will lead us through exercises to review the year and create a simple action plan for Q4. What worked well this year? What needs to change so you have a successful end to 2021? You'll leave with a one-page action plan for how to prioritize what to do next in your business for Q4. Bring a stack of post-its. This is a working session. [Learn more.](#)



Judy Dang



Back by popular demand, **Diane Garcia** will offer another session of Facilitate This! In November. [Learn more.](#)

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

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.](#)

Tell It Like It Is and Get a Free Gift

How has SAC impacted your business and professional development? Create a short (1-2 minute) video that talks about your experience with SAC. Share it on LinkedIn, YouTube, Twitter, and/or Facebook and [send us the link](#). The first 7 people to do this will win a special gift from SAC.

SAC IN PICTURES

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

Non-profit SIG Meeting - July 1st



Supply Chain SIG Meeting - July 13th





Evan Bulmer with his SAC cup!

Join a SAC SIG Today!

Relationships, education, global perspective, fresh thinking.

Get a higher return on your investment from your SAC membership by becoming a member of a Special Interest Group: **Supply Chain, Non-Profits, Technology, and Coaching.**

Special interest groups (SIGs) bring together SAC members with common interests and skills around the world to brainstorm, share best practices, and build alliances to help each other be more successful.

Benefits of being a SIG member:

1. Build relationships. As a solo consultant, you have access to expert solo consultants around the world who specialize in your areas of expertise. You are part of a community of world-class consultants.

2. Accelerated learning. SIG members share their challenges and best practices, giving you an objective opinion on any situation. SIGs are great for information exchange and accelerated



learning.

3.Global perspective. SIG meetings discuss present and future trends across the globe, keeping you up to date and internationally informed.

4.Fresh thinking. There's camaraderie and collaboration with SIG members on events, panel discussions, co-marketing opportunities, and business relationships.

SIGS are an opportunity to interact with other professionals who are at the top of their game. You are **NOT** alone as a solo consultant!

[Learn more and join today!](#)

Meet Our Members: Rachel Healy

This month we're profiling Rachel Healy. [Contact Rachel.](#)

Rachel Healy learned the power of multimedia storytelling while working as a writer and journalist. She is the cofounder of [Open Eye Creative](#), a video production company that helps socially and environmentally responsible organizations share amazing stories, build thriving communities, and achieve remarkable goals.

"Listening is at the core of what I do, and I've spent 15+ years honing my skills. As a filmmaker, writer, and former journalist, I've conducted countless interviews with business and academic leaders. As co-founder of Open Eye Creative, a B Corp-certified video agency, I listen deeply to clients to understand – and align with – their vision and goals."



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

Many video agencies focus on production – writing, shooting, and editing videos for their clients. We do all of that, but our focus is really on strategy. We help clients determine what videos they should be creating to reach the right audiences and make the right impact.

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

Perfection is the enemy of progress. Taking action is where it's at. I don't need to know everything in order to add value.

What do you find most valuable about SAC?

I love learning from fellow members and getting a diversity of perspectives in the nonprofit SIG group. Hearing about others' work and experiences has been invaluable for me.

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.](#)

September News Release: Post-Pandemic Work Environment Brings Need for New Best Practices

CLAREMONT, CA — The changing work environment developing as the world emerges from the COVID-19 pandemic is leading companies to revisit best practices according to The Society for the Advancement of Consulting® (SAC). Leading organizations are focusing on better use of technology, trust in leadership, developing more empathetic leaders, renewing the focus on customer relationships, and strengthening the connection to each organization's purpose.

[Read more.](#)

September 14th 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: *How have you seen your clients and others effectively use creativity and innovation through the pandemic?*

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 14th**. 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 our new feature—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:



Join hosts **Pam Harper** and Scott Harper on [Growth Igniters® Radio](#) for eye-opening conversations with best-selling business authors, emerging thought leaders, and innovative CEOs who are transforming the face of business. Now in its 7th year, each new episode focuses on sparking fresh insights, inspiration, and immediately useful ideas to help you and your organization accelerate to your next level of innovation, transformation, and growth.

Oriol López hosts [L'Hora de Créixer](#), the main business podcast in Catalonia, where leaders and business owners share and receive weekly ideas and experiences that help them to develop their strategy and execute their priorities to achieve their financial goals.

Manufacturing operations strategist **Becky Morgan**, President of Fulcrum ConsultingWorks in Cleveland, OH, is the author of soon-to-be-available [Manufacturing Mastery - The Path to Building Successful and Enduring Manufacturing Businesses](#). It ranks as Amazon's #1 "New Release in Manufacturing" and is available for pre-orders now through Amazon, Barnes & Noble, Taylor & Francis, and wherever business books are sold. She is offering [pre-order benefits](#) now.

Steven Morris has a new book launch in October for *The Beautiful Business: An Actionable Manifesto to Create an Unignorable Business with Love at the Core* (Conscious Capitalism Press). "Over the arc of 25 years, Steven Morris has worked with 250+ brands (Samsung, Sony, Habitat for Humanity, Amazon, NFL, MLB, and many more) and 3,000+ business leaders. He's fused his learnings into an actionable manifesto called *The Beautiful Business*. [Learn more.](#)

Steve Markman was interviewed by *Thrive Global*, published by Ariana Huffington and also published in *Authority Magazine*. Read ["Steve Markman: Resilience is the ability to recover from difficulties."](#)

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](#).

Weiss Advice:

BEING IN CONTROL

One of our primal needs is for control. Gradually, humankind has been able to seize more control, as we've learned about the world around us, invented, and innovated. We can better control health, safety, protection against the elements, security, and so forth.



However, many of us are refugees from large businesses where we had little control, marching lemming-like from home to work to lunch to work to home. Right from grammar school we were instructed not to talk and stay within the boundaries. Have we really broken free of that harsh culture?

You may think things are different today, but the media assails us with stories (true and false) of natural disaster, raging illnesses, local wars, political corruption, climate change, and criminality. Some people seek refuge in gaining control that is superficial and even dangerous: walking across hot coals or sitting in sweat tents.

We have more control than we think. What we do often lack is the courage, conviction, incentive, and inventiveness to seize it. And that applies to our clients, as well.

You can gain more and more control through education, skills mastery, language mastery, and resilience. You can't fight a hurricane but you can prepare for it or get out of town. You can't demand a prospect purchase your services but you can create a compelling case and a strong brand.

When flights are delayed I read or write, controlling my time. Or I'll find another flight. I don't surrender my time by bitching and moaning about the airline.

I don't wander through a day bemoaning my fate. I seize it. I don't run from disruption, I create it.

I think gaining more and more control over your life is a key ingredient in happiness.

© Alan Weiss 2021

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

In Memoriam: Dave Gardner

Dave Gardner was a management consultant, speaker, blogger, and author based in Silicon Valley. He was in the front row for the birth and evolution of Silicon Valley, the innovation capital of the world. Since 1992, Dave Gardner made a difference for his clients by making the complex simple.



In addition to being a long-time SAC member and author, Dave was inducted into the Million Dollar Consulting® Hall of Fame. He wrote for Fast Company as an Expert Blogger and was a member of Dell's Customer Advisory Panel. Dave will be missed by all of 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](#).

Upcoming SAC Events

August 19

Robert M. Birgen: Financial Planning: What Smart Consultants Should Know

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

[More info.](#)

August 25

Alan Weiss: Your Legacy is Now....How Are You Building Yours?

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

[More info.](#)

Sept 14

Judy Dang: Refresh and Refocus for Q4

SAC Business Accelerator Lab; 10am PT.

[More info.](#)

September 22

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

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

[More info.](#)

Oct 5-7

SAC Annual Meeting: Ready for Rebound (virtual)

[More info and to register.](#)

Nov 9

Russell Trahan: How to Properly Market Your Book

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

[More info.](#)

November 11

Diane Garcia: Facilitate This!

SAC Business Accelerator Lab; 12pm PT.

[More info.](#)

December 7

Steven Morris: Trust Me On This: What Consultants Need to Know to Build Their Brand and Social Currency

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

[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

