



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

Can You Afford to Wait This Out?

We get it: It's summer. And just when you thought it was safe to go back in the water again (cue Jaws music), we have COVID resurgence and reinfection, inflation, ongoing supply chain disruptions, and now, just to make things more complicated, monkeypox.

With all that going on, it's no surprise that so many of us are distracted from business in general and from our own personal and professional development in particular. It's easy to put off thinking about what you need to do to continue to grow your business, what you might need to change to be successful in the new business world, and what you need to put in place now to have a fantastic 2023.

That's why SAC is here with a gentle reminder that there's no better time than now to get primed and ready for what's ahead!

We're excited to have a top-notch set of speakers for this year's virtual **Annual Meeting, Reinvent for Success**. While you won't have to travel, dress up, or even leave your favorite chair to attend, you need to sign up **this month** to get the lowest possible rates. See the details below.

Where does SAC go from here? We're not sure. That's why we're having another brainstorming/input meeting on **August 24th**. Let us know if you'd like to join us. We need your input!

Meanwhile, this month, on August 18th, our own **Diane Garcia** shares her tips for better organizing our projects and ourselves to be more efficient and more effective.

Want to be better able to introduce yourself quickly and effectively? Join us for the September 15 Accelerator Lab with elevator pitch coach **Andrew Winig**.

We have **two new SIGs**, focused on **Speaking** and **Podcasts**. If you're interested in one of these areas, this is the time to sign up and join the team.

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

Linda and Lisa

p.s. Have you been quoted in the SAC Release lately? Why not? See below for info and deadline on how to be included in the next release.

**TIME TO REGISTER
ANNUAL MEETING**



REINVENT

FOR SUCCESS

October 11-13, 2022
Global Virtual Event

- How should your practice change to be successful in 2023?
- How will today's global trends impact your business—and that of your clients?
- How can you build trust across cultures when so many things are uncertain?
- Is there a way to make your marketing more effective?
- The next generation is here: Do you know how to reach Millennial and Gen-Z buyers?
- How can you effectively build an audience for your offerings?

Here's part of what's in store for this year's event:

- Keynote by SAC Founder [Alan Weiss](#)
- Keynote: Disrupt Yourself: How To Reinvent Yourself Before Others Do it For You
- Keynote: What to Know About Working With Millennial and Gen-Z Buyers [Chip Espinoza](#)
- Build Trust Cross-Cultures and Distance in Uncertain Environments [Darren Menabney](#)
- Wing It to Win It: Increasing LinkedIn Effectiveness Through Applied Improvisation [JD Gershbein](#)
- How to Build an Audience Before You Even Sell A Thing [Robbie Samuels](#)
- What on Earth Will Happen Next? A Look at Global Trends
- What You Measure Matters: Getting the Most from Your Marketing
- Pod Save Us All! How to use Podcasting to Differentiate Your Business [Pam Harper](#) and [Scott Harper](#)
- Client Panel: In Short Supply: How Today's Supply Chain Issues Create Opportunities for Your Clients [Lisa Anderson](#) (Facilitator)
- Client Panel: We're Not Our Parents: Millennial Buyers Share How You Can Best Support [Lisa Bing](#) (Facilitator)
- Awards: [Vanessa Khan](#), Committee Chair
- SAC 3.0: Don't Miss What's Coming. [Linda Popky](#) and [Lisa Anderson](#)

[Learn more.](#)

Best of all, attend this year's event at 2021 prices! **Prices go up in September.**

[Register now.](#)

IMPORTANT: MEMBERSHIP RENEWAL INFORMATION...

In most cases, your membership will renew automatically. 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.](#)

PRACTICUM Webinar: Organize This -
Diane Garcia - August 18th

In today's volatile business environment,

clients are overworked and overwhelmed. How can you help clients organize to be more effective, so your project is a success amidst the chaos? And how can you be efficient and productive when working with multiple clients and managing multiple projects? What tools and software options will help with your efficiency?



In this webinar, supply chain expert Diane Garcia will guide us through the maze of options for how to effectively organize multiple clients, projects, colleagues, and other resources. You'll learn how she manages multiple priorities with client resources, colleagues, and other contractors in the most efficient manner. She will talk through how she tailors these tools based on the client needs and personalities to be most effective. Additionally, Diane will provide tips and techniques for maximizing productivity amidst chaos.

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 Business Accelerator Lab: Introduce Yourself (in 30 Seconds) - Andrew Winig - September 15th

How are you going to introduce yourself, develop trust, highlight your services, encourage referrals, and demonstrate your expertise in only 30 seconds?

In this interactive workshop you'll learn how to create an effective 30-Second Elevator Pitch.



- What fits in 30 seconds (and what's best to leave out)
- How to practice (hint: don't use a mirror)
- One technique that makes you clear and concise (no more rambling!)
- An approach that automatically makes people think of qualified referrals for you

By the end of this 90-minute workshop you'll have two personalized introductions that grab people's attention, start productive conversations, and lead to more qualified leads.

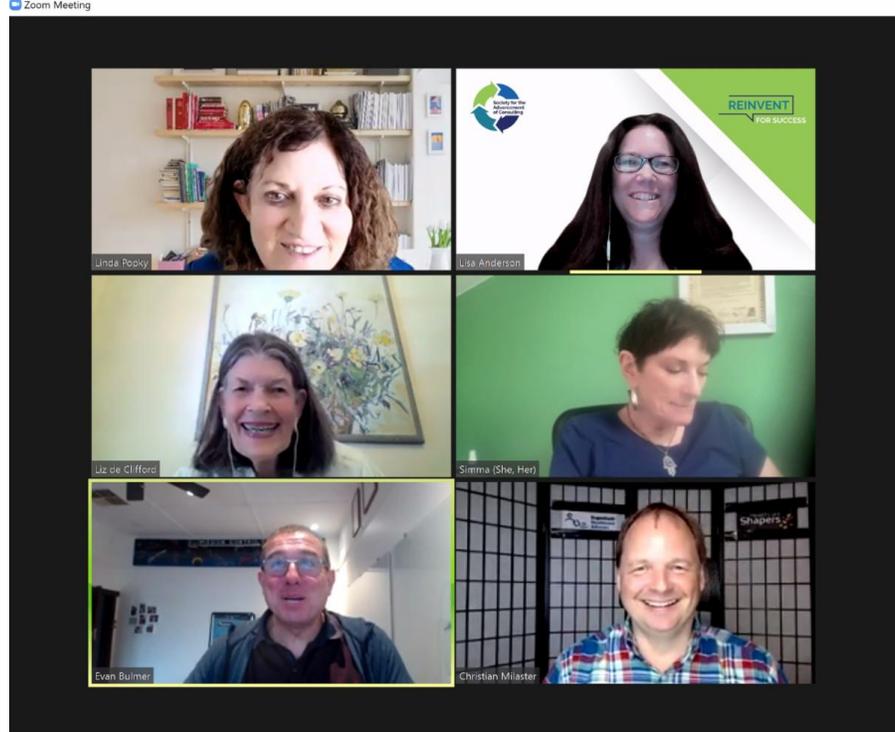
1.5 hour webinar. Fee for members and non-members.

[More info and to register.](#)

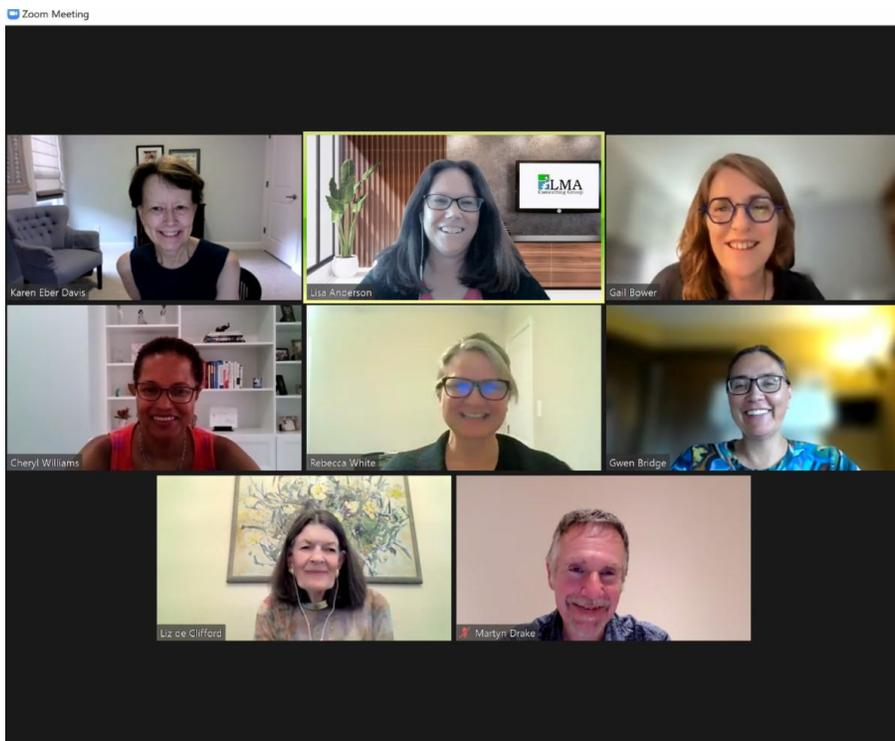
SAC IN PICTURES

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

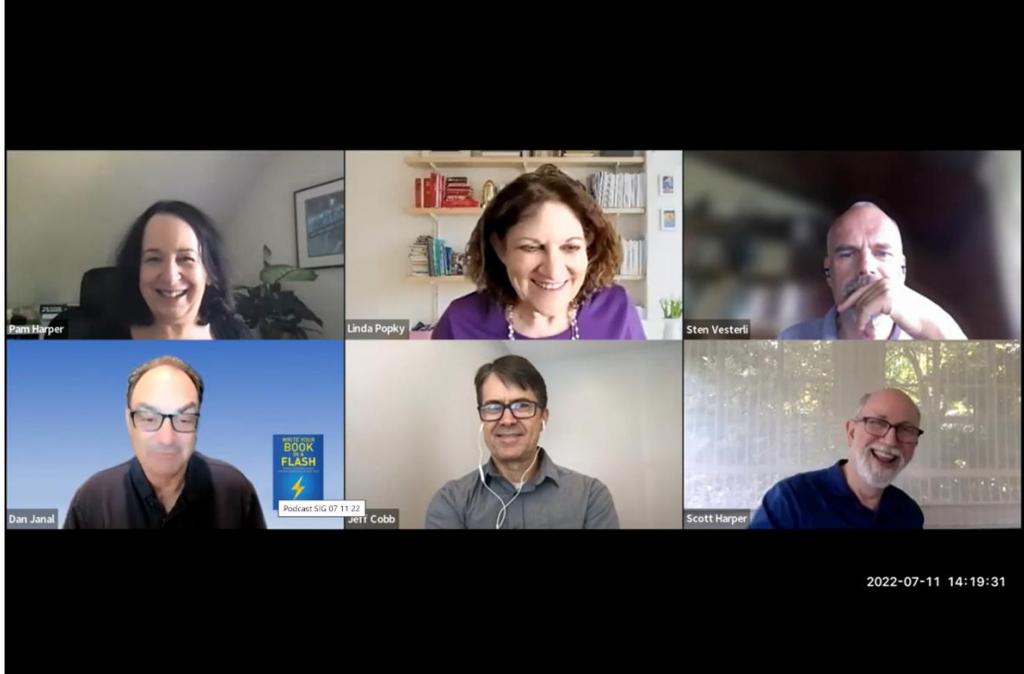
Wine Down / Wake Up - June 30



SAC Non-Profit SIG - July 7



SAC Podcast SIG - July 24



Meet Our Members: Steve Markman

This month we're profiling Steve Markman. [Contact Steve.](#)

With over 30 years of experience in the speaker and conference business, **Steve Markman** is the Founder and President of Markman Speaker Management LLC, a multi-service speaker agency founded in 1994 and based in Boston.

He has helped hundreds of consultants, principals, executives, entrepreneurs, and authors attain speaking engagements. Steve's Executive Visibility Speaker Service has helped professional services firms, start-ups, and the Fortune 500. Clients have included PayPal, Subaru of America, Bank of America, IBM Global Services, Perot Systems, Monitor Group, Ropes & Gray, WilmerHale, Ogilvy PR, and McCann Worldwide.



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

I am singularly focused on securing speaking engagements for my clients--for all types and sizes of businesses. I don't do other types of marketing or PR consulting, so I am looked upon as a specialist with niche expertise.

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

I learned that, as with all entrepreneurial ventures, one has to have patience to grow the business. Success does not happen overnight.

What do you find most valuable about SAC?

I value all aspects of SAC, but especially the willingness of members to share information with each other and to network in our consulting world.

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.](#)

August Press Release: Mentoring Keeps Smart Companies Competitive in Today's Market

CLAREMONT, CA—Gone are the days of old-timers spouting wisdom to the young guns. Mentoring today has a key role in the development and retention of top talent, according to The Society for the Advancement of Consulting® (SAC). Successful companies are setting up highly flexible mentoring systems to meet specific business objectives and using well-trained mentors to help retain talent.

[Read more.](#)

September 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 successfully prepare for year-end?

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 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 are our member accomplishments for this month:

Natalya Yashina, CPA, DASM recently expanded her firm's business offerings to [organization development and change management for audit firms.](#)

Growth Igniters® Radio with **Pam Harper** & **Scott Harper** has been listed among the "100 Podcasts by Thinkers360 Thought Leaders."

Gilda Bonanno serves on the faculty of The Campaign School at Yale University and will present "Finding Your Voice, Making it Matter" as part of a virtual program for the women of Peru, South America, in partnership with Politikonas Peru. The mission of The Campaign School at Yale is to increase the number and influence of women in elected and appointed office in the United States and around the globe. It is a nonpartisan, issue-neutral political campaign-training program.

Thinkers360.com named "Write Your Book in a Flash with Dan Janal," as one of the top 100 podcasts for thought leaders. This is the third year in a row **Dan Janal** has been bestowed this honor. Dan has interviewed many SAC members. You can see the podcasts at: <https://www.youtube.com/channel/UCBLhtGYZ1rRKUMuouhkQm7g>, Audible, or wherever you listen to podcasts.

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

When I was fired without much money in the bank and with a huge mortgage and kids in private school, I bought a \$2,000 suite (in 1985), flew first class, and used limos. I told my wife that “I couldn’t afford” to show up in a buyer’s office late, or looking ruffled, or without a suit equal to the buyer’s.

I also told her that one single sale would pay for all that 100 times over.

And it did.

Yet I find people today, who haven’t been fired, and are making six figures, who refuse to use FedEx, insist on doing their own taxes, fly coach, and simply won’t invest in their own self-development. It’s a scarcity mentality of immense proportion.

I once arrived in London on the American Airlines daytime flight out of Boston. I flew first class, had someone from an Amex service escort me through immigration to my waiting limo, and arrived at the hotel with all the paperwork ready for me and my suite available.

I went to the dining room for a drink and a meal at about 8, only an hour after my plane landed. I noticed a woman walk in who was one of my clients. I called her over and invited her to dinner. She said she had just landed, and she’d go up to change and be right back.

While I sipped my martini, I began to wonder what flight she could have been on, since only American flies out of Boston at that hour and she lives outside of Boston. I questioned her when she came down. She was on my flight!

She was all the way back in coach, had to wait in a long immigration line, waited for a taxi, and then dealt with the hotel paperwork. Her trip took an hour longer than mine in the same aircraft.

People with scarcity mentalities tell you that coach arrives at the same time as first class. No it doesn’t. And neither do the people who do that take the same journey and reach the same destinations that I do.

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NOTE FROM ALAN...

Subscribe to my new monthly newsletter, Alan Weiss’s Coaching Confidential™ beginning in September. The charter subscription is only \$60 for the year. Every issue will have a case study, a humorous or bizarre coaching adventure, and contemporary coaching methodology. You can sign up here: <https://alanweiss.com/growth-experiences/coaching-confidential/>

Beyond Thought Leadership: Six “stars” from my community from five countries will be interviewed by me in this live, 2.5 day experience in Miami. I’ll be introducing new IP, case studies, and role-plays. And the final interview will be with me. This is one-time only, it was difficult to organize, and no one else could ever provide this. Hear from peers how they’ve built large practices, as both solo practitioners and boutique firm owners. Limited participation, in Miami in November, register now, no one else can offer this experience for your growth. <https://alanweiss.com/growth-experiences/beyond-thought-leadership/> November 8-10.

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



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 12

SPC Virtual Networking (Society of Professional Consultants)

SAC members encouraged to attend. No charge. 4:30pm PT / 1:30pm ET

[Register here](#).

August 18

Diana Garcia: Organize This

PRACTICUM Webinar; 11am PT

[More Info](#).

August 25

Wine Down / Wake Up

5pm Pacific, 8pm Eastern, 10am Melbourne (Weds)

Free to members

September 15

Andrew Winig: Introduce Yourself (in 30 Seconds)

Business Accelerator Lab; 11am-12:30pm PT.

[More info](#).

September 20

Mary Cravets: Speaking for Free--A Surprisingly Profitable Way to Attract New Clients

SAC Best Practices Webinar; 10am PT.

[More Info](#).

October 11-13

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.

Society for the Advancement of Consulting

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