



## Newsletter of the Society for the Advancement of Consulting® - December 2018

*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.*

### Break Through in 2019

It's hard to believe - but we are on the verge of starting another year. SAC is here to help you make 2019 a break through year for you and your business. Check out the programs we have coming up in the new year:

#### **Breaking Through: Take Your Business to the Next Level**

##### **San Francisco: March 27, 2019**

We're excited to confirm the speakers and location for our next regional event, *Breaking Through: Taking Your Business to New Heights*, which will be held on [March 27, 2019](#) at the Crowne Plaza San Francisco Airport in Burlingame, CA. Alan Weiss will speak in the morning, with three powerful sessions in the afternoon:

- **Take Control of Your Business: How to Have the Courage to Succeed** – Soulayma Gourani, Tradeconductor.Com
- **When Less is More: The Power of Advisory Work vs. Hands-On Consulting** – Robbie Kellman Baxter, Peninsula Strategies
- **Ready, Set, Launch! What Clients Expect From Consultants** – Jennifer LeBlanc, ThinkResults Marketing, and a panel of clients from Intel, Nektar, and TRPE Ventures

##### **Boston: May 29, 2019**

For those of you on the east coast, we'll be running the *Breaking Through: Taking Your Business to New Heights* in the Boston area on [May 29, 2019](#). Alan Weiss will speak in the morning, with another three powerful sessions in the afternoon:

- **Getting Better Results: Using Influence Based Negotiation to Build Your Consulting Business** – Eric Bloom, IT Management and Leadership Institute
- **The Perfect Pivot: How to Reach New Heights by Rethinking Your Business** – Christie Lindor, Slalom Consulting
- **Published! A Look at Publishing Alternatives for Consultants** – featuring Roberta Matuson of Matuson Consulting, Rita Allen of Rita B. Allen Associates, and Juliette Mayers of Inspiration Zone LLC, and moderated by SAC Executive Director Linda Popky

SAC members can attend both of these events at a low member rate, while members of Partner organizations will receive a discount from regular prices. **Special early bird pricing is available until Dec 31<sup>st</sup>** for the [San Francisco event](#) and **until Jan 31<sup>st</sup>, 2019** for the [Boston event](#).

Attendees of the San Francisco event will also receive a 20% discount on Alan's March 28 event, The Workshop Workshop, to be held in San Francisco. [Learn more.](#)

### **SAC Award Program Launches in January – Join the Committee**

Our new Advancing Consulting Award program launches in 2019, with the first award presented at our Annual Meeting in November in New York City. Several members have expressed interest in serving on the committee, which will meet virtually several times between January and July. We have limited slots available on the committee. If you are interested in participating, please [contact us](#).

### **New! Ambassador**

We're excited to have Evan Bulmer join Clifton Warren as ambassadors for the Pacific Rim. [Read](#) about all eight of your ambassadors here.

### **Would you like to learn how to close more business?**

Of course you would. Then you won't want to miss the Colleen Francis webinar on how to create a nonstop sales boom. [Join us](#) on December 18 at 11am PDT/2pm EDT for **How to Create a Nonstop Consulting Sales Boom**. Prior webinars are posted in the members only section of the SAC website.

Don't forget you have one more month to lock in the current SAC membership prices. Prices go up January 1<sup>st</sup>. [Renew now](#). See step-by-step process in "Last Month to Lock In Current Pricing" (below).

The latest Weiss Advice is below. Enjoy!

Lisa and Linda

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## **New Date: Annual Meeting**

The 2019 SAC Annual Meeting date has been changed to accommodate Alan Weiss's schedule. The new date will be **November 5<sup>th</sup> and 6<sup>th</sup>** in New York City. Mark your calendars now.

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## **It Pays to Share.**

### **Refer New Members to SAC and Extend Your Membership.**

Have friends and colleagues who would benefit from membership in SAC?

As a SAC member, for every new member\* you refer to us who joins SAC between now and the end of 2018, we'll extend your own membership for an additional month.

It's a Win/Win/Win situation. They get to enjoy all the benefits of the association, while you get credit for bringing us together, and we all get to associate with more high quality consultants.

Simply have your referrals put your name in the box on the membership application that says, who referred you to SAC.

There's no limit to the number of people you can refer, so share early and share often. Forward [this link](#) to your friends and colleagues.

*\*New SAC members as of 9/1/18 only. Does not apply to renewals or membership extensions.*

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## **Last Month to Lock in Current Pricing**

Lock in the current member pricing for another year (or two!) by renewing your membership now.

Effective Jan 1<sup>st</sup>, 2019, Regular SAC Membership renewal will be \$350 per year, and International Membership will be \$295 (The application fee for initial membership remains \$45).

**Renew before December 31<sup>st</sup> to extend your membership at the existing rate.**

To renew early, login to the [SAC website](#). Go to My Account and then Payment Methods. Add/confirm your credit card. Then, go to my subscription and click on “renew now.”

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## Where's Your Profile?

There are still a number of SAC members who have not yet put their profile on the SAC website. Don't let this be you! If you don't remember your password, go to the Member Login and ask for a password reset. Any questions? [Contact us](#).

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## Wanted: News Release Editor

We're looking for someone to coordinate our bimonthly news releases. You should have good writing and editing skills and attention to detail. Interested? [Contact us](#).

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## 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](#).

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## SAC December Release: Successful Businesses Leverage Culture to Get Results

Culture plays a pivotal role in the growth of successful businesses, according to The Society for the Advancement of Consulting® (SAC). Those organizations that focus on building a strong culture based on core values and beliefs are likely to have better business results. [Read more](#).

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## January 15th 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: *We hear talk of a talent/skills gap. How serious a problem is this for business?***

**\*\*\*IMPORTANT: NEW, EASY TO USE, SUBMITTAL PROCESS\*\*\***

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 January 15<sup>th</sup>. Please remember to check your grammar and provide your name with attribution!

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## [Weiss Advice:](#)

## WHAT DO YOU DO WHEN YOU ARE DOWN?

This can be a lonely business. What do you do when you're at the bottom of the curve? You've just been fired by a client, you've lost that "guaranteed" contract you were promised, the feedback on your session was subterranean, and the bills are mounting in the mail box.



We've all been there. Welcome to life. Here's Dr. Weiss's prescription to escape a funk.

1. Engage in something you love to do. Don't worry about more time off the job. Walk the dog. Go to a movie. Work in an amateur theater group. Go to the beach. Ski. Ride the bike. Whatever it takes to make you smile, do it. You need to turn distress into happiness, and you can control your behaviors to do so.
2. Tell yourself that it could be worse, and the bad news is not all that bad. You lost a contract, not a loved one. You were deceived, not destroyed. Participants didn't like your best effort, it wasn't that you didn't prepare. Life goes on. Read the daily paper. You'll find people with REAL problems.
3. Talk it out with an objective other. Find someone you trust to tell the truth—not someone who simply blindly supports you (that's what dogs are for)—and have them analyze the situation and help you set priorities. There are probably a couple of things you should do before the rest, and knowing what they are is a powerful step. If your spouse or significant other can help with that, then don't keep secrets about your state of mind. That's not noble. That's stupid.
4. Identify the exact nature of the discomfort, and don't deal with ambiguity. "I'm lousy at this business" is an issue that defies corrective action. However, "I didn't learn enough about the prospect's background" is a specific cause that can be corrected next time. Neurotics think that everything is their fault, and those with personality disorders think that everything is someone else's fault. Avoid both extremes and just find out what specifically went wrong. It's about cause, not fault.
5. Analyze your successes. We've all had those, too. Isolate what common factors are responsible for your greatest successes, and determine if you've stopped employing them for some reason, or are not using them enough. Get your ammunition together.
6. Don't obsess. Get over it. If you really did blow it by insulting the prospect's spouse, spilling food on yourself, misspelling the client's name, or freezing during a key interview, join the club. It happens. Move on. The only thing worse than an honest error is the obsession that makes a one-time event into an ongoing burden.
7. Find a mentor. We all become too isolated, too insulated, and too introspective. Find someone who can provide honest, objective feedback on subjects of your preference. Use him or her as a continuing sounding board and planning partner.
8. When you do succeed, rejoice. We clobber ourselves when we're down, but don't reward ourselves when we're up. By enjoying the good times, the bad times are kept in perspective.

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

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## Upcoming SAC Events

### December 18

**Colleen Francis—How to Create a Nonstop Consulting Sales Boom.**

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

### January 9, 2019

**Dan Janal—Reporters Are Looking for You! Using PR to Build Your Practice.**

SAC Best Practices Webinar Series; 10 am PT/ 1pm ET. No charge for members. [More info.](#)

### February 5, 2019

**Alan Weiss—Topic: TBA**

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

### February 7, 2019

**Anne Janzer—Writing to Be Understood - Effective Writing for the Rest of Us**  
SAC PRACTICUM Webinar Series. [More info.](#)

**March 13, 2019**

**Dorie Clark and Alisa Cohn—Topic TBA**

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

**March 27, 2019**

**SAC One-Day Regional Event in San Francisco Bay Area with Alan Weiss**

[More info and to register.](#)

**April 5, 2019**

**Marshall Goldsmith—Topic TBA**

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

**May 29, 2019**

**SAC One-Day Regional Event in Boston, MA with Alan Weiss**

[More info and to register.](#)

**November 5 and 6, 2019**

**SAC Annual Meeting in New York City**

[More info.](#)

*Mark your calendar!*

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

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