



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

The Great Reinvention

There's a lot of buzz in the news right now about how people are leaving their jobs in droves—leading to what is being called the Great Resignation.

While it's true today's job market can look like a massive game of musical chairs, we see this a little differently. It's not so much a resignation as a *reinvention*. Some people are changing jobs, some are retiring or dialing down their responsibilities, but some are also reinventing themselves to have a different focus for their next chapter.

At SAC, we are here to help you through the Great Reinvention—whether that means changing your product and service offerings, targeting new markets, or just finding a new way to work with clients in a hybrid business environment.

We have great programs launching for you in 2022, but before we get there, you're going to want to mark your calendars for these outstanding events coming up this month:

- [Steven Morris](#) will tell us how consultants can build their brand and social currency on December 7th—and who doesn't need to do a little more of that!
- On December 10, [Simma Lieberman](#) will host a NorCal Meetup focused on tips and ideas to grow your business in 2022. Our definition of NorCal includes anyone who wants to join us at a Pacific Time zone-friendly event.
- Back by popular demand: [Diana Garcia](#) leads an encore presentation of **Facilitate This!** on December 17—a great way to build your facilitation and moderation skills.

We're also building a new program to help those people who are now leaving the corporate world and reinventing themselves as consultants. If you know someone in this category, send them this way so we can invite them to our free webinar series for new consultants, *So You Want to Be A Consultant...Everything you need to know but weren't sure who to ask*—launching in January. [Contact us](#) for more details.

We wish you and your families a happy, healthy, joyous, and prosperous holiday season.

Linda and Lisa

IMPORTANT: MEMBERSHIP RENEWAL INFORMATION FOR 2022

Although we are hoping to hold the annual meeting in New York City next October, all of our other programs will be offered online for the foreseeable future. Therefore, as of January 1st, membership for international members will be at the same fee level as North America (\$375/year). However, **International members who want to renew their membership by December 31st can lock in the lower \$325 rate for another year.**

Membership fees for North American members will remain the same in 2022. But we have an offer for you, too! Renew your membership in 2021 before your regular renewal date and we'll include a coupon for 20% off next year's annual meeting fee (either in-person or hybrid).

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.](#)



NorCal Meetup – Dec 10 Growing Business In 2022

Hosted by Simma Lieberman

Will we be working in person? Will we be on Zoom? Or will we be hybrid with Zoom and in-person work? No one knows for sure, but preparing for the next phase of doing business during COVID or its aftermath can be overwhelming.

Join us on Friday, December 10, from 10:00- 11:15 PT where we can share hacks to meet challenges and employ best practices to manage time, increase focus and productivity, and prevent overwhelm in 2022.

Open to all SAC members. SAC members will receive zoom codes via an email from SAC. If you are not a SAC member and want to attend, please send an email to info@consultingsociety.com.

Best Practices Webinar: Trust Me On This: What Consultants Need to Know to Build Their Brand and Social Currency - Steven Morris - December 7

Trust is the social currency in which all businesses trade. In many years of working with leaders, brands, and cultures, Steven Morris has found there's not a single social variable with more impact than trust. This works both ways—the upsides and downsides.



Steven Morris

In this webinar, Steven will share why and how to cultivate a trusted brand.

- How trust as the emotional currency of all business.
- How your business brand and personal brands are intertwined with trust; and how to strengthen both.
- How your social currency and levels of trust are interrelated.
- Ways to think about and measure trust from the lens of your clients, clients-to-be, and other stakeholders.
- Tools to help you cultivate social proof, market trust, and your brand character.

Steven Morris is a brand and culture advisor, author, and speaker. Over his 25+ years in business he's worked with more than 3,000 business leaders at 250+ global and regional companies, including: Samsung, Sony, Habitat for Humanity, Amazon, Robert Wood Johnson Foundation, International Trademark Association, NFL, MLB, and the Port of San Diego.

One-hour webinar; FREE for SAC members.

[More info and to register.](#)

Facilitate This: How to Uplevel Virtual Meetings and Workshops - Diane Garcia – December 17

Back by popular demand: This interactive workshop will give you new facilitation tools and provide practical experience in creating more effective, more impactful virtual client meetings and workshops.

You will be able to apply what you learn about facilitation immediately with effect in your next meeting or training. You will come away with easy-to-implement approaches that strengthen client/participant impact, thereby increasing trust and engagement that will lead to greater impact and outcomes. This is an interactive hands-on Zoom workshop that will be limited to no more than 12 participants.



3-hour business accelerator lab; SAC members: \$79, general public: \$159

[Learn more 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.

UPCOMING SIG NEWS

Interested in Advocacy?

As our collective social consciousness continues to evolve, advocacy is becoming more mainstream. Some clients and business partners are deciding if they want to work with us, based in part on how we demonstrate an awareness of and response to others' needs and situations.

We are gauging interest in a SIG for like-minded consultants to discuss topics such as advocacy/ activism and how this can contribute to business growth. We will discuss how advocacy could bring benefits to our businesses and will consider it as part of the overall legacy we are seeking to create.

If interested in joining an advocacy SIG, please complete [this form](#) (Please check "Advocacy").



SAC IN PICTURES

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

SAC Wine Down Meeting - October 28th



SAC Technology SIG - October 26th



SAC Supply Chain SIG - November 10th



Diane Garcia Playing SACsketball



Meet Our Members: Robbie Baxter

This month we're profiling Robbie Baxter. [Contact Robbie.](#)

Robbie Kellman Baxter is the founder of Peninsula Strategies LLC, a management consulting firm focused on subscription pricing and membership models. She is the author of ***The Forever Transaction: How to Build a Subscription Model So Compelling, your Customers Will Never Want to Leave***, as well as ***The Membership Economy: Find Your Superusers, Master the Forever Transaction & Build Recurring Revenue***, a book that has been named a top **10 Marketing Books of All Time by Book Authority**.



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

I am an expert on subscription and membership models, as well as a strategist. Early in my consulting career, I was more of a generalist at the intersection of strategy, product, and marketing. But by focusing my practice and by investing in developing a lot of content on a narrow topic, I was able to differentiate myself and my work.

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

I have learned that a narrow focus makes it easier for people to remember what you do, and also makes your claims of expertise more credible. I wish I had focused earlier.

What do you find most valuable about SAC?

I enjoy the camaraderie with other consultants most valuable, but I also appreciate the excellent content SAC provides through their events.

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.](#)

December Press Release: Businesses Should Be on the Lookout for Important Trends Coming in 2022

CLAREMONT, CA—Opportunities will abound in 2022 for those who are alert and willing to move past current challenges, according to the Society for the Advancement of Consulting® (SAC). Key trends include adoption of advanced supply chain processes, integration of AI and new technology in new business areas, and an increased focus on the importance of keeping audiences appropriately informed.

[Read more.](#)

January 12th 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 leadership challenges do you foresee in the new hybrid working environment?*

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 12th**. 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:



Pam Harper: *Pharmaceutical Executive* published our article, "[Breaking Orbit](#): How pharmaceutical leaders at established companies can still disrupt the status quo and change the game." It was the top article in the November 4 mailing of *Pharmaceutical Executive Direct*, with the lead, "Pamela Harper and D. Scott Harper ask: What type of leadership does it take to break through the constraints of success to reimagine what's possible?"

Steve Markman was recently interviewed for a [video episode](#) of Ask Me Anything produced by Professional Independent Consultants of America (PICA). The focus was on Using Speaking Engagements to Grow Your Consulting Business. It covered how to obtain speaking opportunities that consultants should use as a part of a marketing, PR, lead gen, and thought leadership strategy.

Roberta Guise's letter to the editor of *Nature Conservancy* magazine published in the Winter 2021 issue. In her letter, Roberta noted that while a story on the great migration in Africa referred to crocodiles as "infesting" river waters, the piece used neutral language for lion prides. Her advice was for authors to stay away from derogatory adjectives when describing a species, regardless of that species standing in the food chain — in this case, apex predator.

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

SAC Members Save on ExpertClick.com

The New York Times calls Expert Click, "Dial-an-Expert" and PR Week calls it "A Dating Service of PR."

[ExpertClick.com](#) helps consultants create press room pages and send news releases, as well as creating profiles about their businesses in the annual directory. Your news release is sent out ten ways, including Google News. Unlike Facebook or LinkedIn, ExpertClick screens and vets those allowed to join for news media visibility.



SAC members can get a 15% discount on ExpertClick services by [clicking here](#).

Or contact Mitchell Davis directly at mitchell.davis@expertclick.com or (202) 333-5000.

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:

A Personal Message: *Amazingly, I've been writing Weiss Advice for almost 20 years. I thank you for your interest and support. Maria and I wish you a Merry Christmas and Happy Hanukkah and best of the season no matter whether you celebrate it religiously or secularly (and even if it's Festivus). In our Christian faith, this is a celebratory time and one of tolerance and forgiveness, traits all too lacking in these troubled days. We wish you and your families and loved ones health, peace, and prosperity, and the best for the New Year.*



PAYBACK

In 1986 or so I joined the National Speakers Association, I was told to “listen to the pros” and find out how to really progress as a speaker. What I found was that 95% of everyone I saw and heard was not as good as I, and that those who peddled advice were the worst of all. But I did find some truly gifted people, such as Patricia Fripp, Lou Heckler, and the late Jeannie Robertson, who were and are great role models.

As I, myself, was recognized and eventually inducted into the Hall of Fame (they ran out of reasons to keep me out) I tried to legitimately help others for free. As I write this, I'm on the train on a Saturday morning to address the New Haven chapter. I've done more chapter appearances than anyone else in the organization by my count.

Yet I've heard some colleagues in the Hall of Fame loftily announce, “I don't do chapters anymore,” as if they've reached some upper level of sainthood. My feeling is that it should be *a condition of continuing membership in the Hall of Fame to visit at least two chapter meetings a year as guest speaker*. Barring illness or incapacitation, why is anyone exempt from payback?

An abundance mindset must include generosity of sharing and payback. I had to sever a relationship at one point with a guy I helped move from near-bankruptcy to great success because he commensurately became the most selfish man on earth, ignoring commitments and uncaring about harm to others.

Most of the contributors to SAC are paying back, in person, remotely, in writing. I don't want to say “you're welcome” to anyone trying to thank me.

I want to be the one to say, “Thank you.”

Developmental Opportunities from Alan Weiss

Million Dollar Consulting® for the World: I've provided 14 modules with videos from me, from your colleagues globally, slides, and text. They include everything from launch to self-esteem, proposals to fees, closing business to creating a brand. No upsells! **It's only \$115**. What do you

think about a 10,000:1 ROI? <https://milliondollarconsultingcourse.com>

Six Figures to Seven (627): I haven't run this in several years, and then only twice in the US and once in London, once in Sydney. It's occurred to me that I now know additional and faster ways to reach seven figures, having helped hundreds of people to get there. And the pandemic experience has major implications. Million Dollar Consulting and "seven figures" are metaphors for achieving the lifestyle and true wealth (discretionary time) that you desire. This experience, which I may never repeat at this stage, will get you there.

February 10-11, 2022 (two full days) Las Vegas, Nevada

Fee: \$3,500 through December 31, 2021, \$4,500 as of January 1, 2022. Register here:

<https://alanweiss.com/growth-experiences/six-figures-to-seven/>

Book in A Day in LA: Now, during my first time in Los Angeles in over two years, I'm running a six-hour program (and buying lunch) *in which everyone will create a full commercial book proposal or completed template for a self-published book.* You will develop—with me that day—a title, subtitle, at least ten chapter headings, annotated chapter descriptions, competitive analysis, marketing platform, and an outlined sample chapter. You can submit these to an agent, acquisitions editor at a publishing house, or a vanity press (or simply publish it yourself in hard copy and/or electronic form).

No one else—no one, *nadie*—can do this with you in this amount of time but me. And you'll have a rollicking good time, meet colleagues with whom you'll create long-term relationships, and tell people you spent a day with "the Rock Star of Consulting." **Only \$450!**

<https://alanweiss.com/growth-experiences/book-in-a-day-la/>

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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

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.](#)

December 10

Norcal Meetup

10am PT. Hosted by Simma Lieberman.

[More info.](#)

December 17

Diane Garcia: Facilitate This!

SAC Business Accelerator Lab; 12pm PT.

[More info.](#)

January 13, 2022

Val Swisher: Creating Compelling Content

SAC Best Practices Webinar; 11am PT.

[More info.](#)

February 15, 2022

Nancy MacKay and Alan Weiss: The Modern Trusted Advisor

SAC Best Practices Webinar; 11am PT.

[More info.](#)

February 22, 2022

Tips from the Top: Presented by Constance Dierickx, Consultant of the Year award winner

PRACTICUM Webinar; 11am PT.

[More info.](#)

March 30, 2022

Russell Trahan: Cut the Crop and Harvest Publicity You Can Use

PRACTICUM Webinar; 11am PT.

[More info.](#)

Mark your calendar!

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

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