



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

### Growing Stronger Together

We've hit the holiday season—complete with mega sales, holiday decorations, and the frenzy that builds toward the end of another year.

**Amidst all of this, how ready are you to launch 2023 with a bang?** Are you prepared for the new economic environment, with all its potential twists and turns? Do you know how to use your scarce resources as effectively as possible in the upcoming turbulent environment? Are you working effectively. . . with low labor intensity?

SAC is here to help. We've always been about growth by association, as we bring together some of the top consulting minds across the globe. This year, our focus is how to leverage those connections to help you, our members, get the most you can from the amazing SAC community.

We'll be introducing a series of new programs in 2023, based on the input we received from the recent member survey. Our first announcement is the **Mega Mastermind** program, to be held **June 6 and 7<sup>th</sup>** at the Hyatt Centric Wall Street in New York City. We'll also be running a similar program in **San Diego** in the **Fall**. See below for more details.

Don't miss our **Special Year End Promotion: *Renew your membership before the end of the year and get a special discount on one of next year's Mega Mastermind sessions (if you register by 12/31/22).***

We have lots of great stuff happening in December and January, too. Mark your calendar for our exciting December speaker. **Dr. Jenny Byrne** will preview her upcoming book, *Work Smart – Use Your Brain And Behavior To Master The Future of Work*, in her December 8<sup>th</sup> webinar. She'll help us understand how to be more effective in the **hybrid workplace** where we now find ourselves.

Want to know how to really measure your sales and marketing efforts? Kickoff the year with **Susan Gold's** webinar on the only metrics that really matter on January 17<sup>th</sup>.

The **SAC Nonprofit SIG** is hosting an event for **Nonprofit CEOs** on January 26<sup>th</sup>. Open to the public. Invite the nonprofit execs in your network to join us. See below.

If you are a professional speaker and interested in expanding your paid speaking opportunities and sharing resources, join us on January 25th at 11am Pacific for an interactive, informal Zoom discussion. [Email us](#) to receive the Zoom codes.

Questions? Comments? We always love to hear from you. Please feel free to [reach out to us](#) with thoughts, questions, comments, or just to say hi.

Lisa and Linda

## IMPORTANT: MEMBERSHIP RENEWAL INFORMATION...

If your credit card is up to date, your membership will be renewed automatically each year for the following 12-month period—unless you notify us that you choose to cancel.

### 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.](#)

## Mega Mastermind Series Launches in June! Special Pricing Available Now

You asked for it; we've got it: An in-person event with the opportunity for interactive discussions, role plays, and time to really get to know your fellow SAC members.

We're excited to launch the new [SAC Mega Mastermind](#) program—a series of facilitated two-day in-person interactive events. This is your opportunity to brainstorm with colleagues, bring potential ideas and new programs for review, deepen relationships with fellow SAC members, and develop collaborative partnerships. Maintain the momentum with quarterly Zoom follow-up sessions.



Two sessions for 2023: June 6/7 in New York City (Hyatt Centric Wall Street), and San Diego in the Fall (Oct/Nov dates TBD).

### Special Launch Pricing:

Regular Price: \$1495\*

**Early Access price till December 31: \$1175\***

**Special Offer: Renew your membership early, by December 31st, and get our lowest Mega Mastermind pricing: \$995** (Good for NYC or San Diego)

\*Includes breakfast + lunch on both days (June 6/7)

[Learn more and register.](#)

Discounts available for multiple registrations. [Contact us](#) for more information.

### *Best Practices Webinar*

**Work Smart: How to Help Your Clients Be More Effective in Today's Hybrid Workplace**

**Dr. Jennie Byrne**

**December 8th**

Are your consulting clients struggling with the “new normal” of employee-focused hybrid ways of working? Dr. Jennie Byrne's new book *Work Smart – Use Your Brain And Behavior To Master The Future of Work* offers a fresh perspective on how to efficiently and effectively improve the virtual workplace.

During this seminar, Jennie will share a brain and behavior perspective on how to build the foundation of

time management and empathy and ultimately infuse more humanism into the workplace. She will also share pragmatic tips for you to offer your clients, as well as a special offer to join her for a more in-depth training series.

Free for members; Fee for non-members.

[More info and to register.](#)



### *Best Practices Webinar*

## The Only Marketing Metrics that Really Matter

Susan Gold

January 17th

Service-based businesses often invest insane amounts of time measuring every possible activity in marketing – to what end?

Bringing over four decades of marketing and sales experience, Susan Gold of Susan Gold Coaching will share which marketing metrics really matter for consultants. Management guru Peter Drucker famously said, “If you can’t measure it, you can’t manage it.” Susan will share what consultants can learn from other industries that have long measured and leveraged marketing metrics that are relevant and insightful to their business.



- How to align your metrics with your business and marketing goals
- How to avoid the “vanity metrics” and other time wasters
- Making metrics actionable
- Which tools can help track activity efficiently

Free for members; Fee for non-members.

[More info and to register.](#)

### *SAC's Nonprofit Special Interest Group Presents*

## Nonprofit CEO Summit | A Virtual Conversation

January 26th



## Nonprofit CEO Summit

January 26, 2023

9 AM PT | 12 PM ET | 5 PM GMT

[REGISTER NOW](#)



The expectations about nonprofit leaders’ roles today are more demanding than ever. Kick off

2023 with a 90-minute event designed for nonprofit C-Suite leaders.

Gain insights from nonprofit experts in the United States, Canada, and the U.K. to support your leadership priorities. Meet your peers and apply these insights in facilitated conversations. Dive into your mission in 2023 feeling renewed, purposeful, and among the world's top nonprofit changemakers.

In 90 minutes, you'll participate in:

- Two sessions, one on strategy and leadership and the other on leadership self-care
- Two CEO Discussions led by nonprofit experts

Leave feeling inspired, recharged, and purposeful.

Free for everyone; Open to the public

[More info and to register.](#)

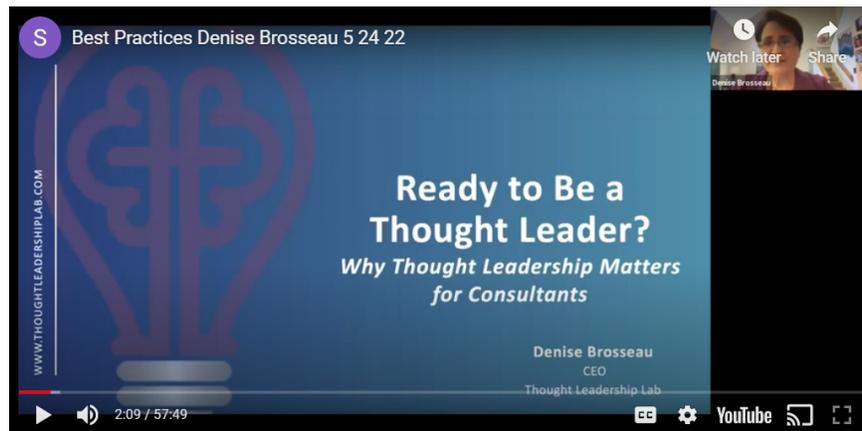
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*From the Webinar Archives*

## Ready to Be a Thought Leader? Why Thought Leadership Matters for Consultants

Whether you're just starting out or an experienced consultant, clients look to you for your knowledge and expertise as well as the fresh perspectives you can bring to the table. But how do you position yourself effectively and with a clear point of view?

If you missed the live event, check out the recording [in the archives](#). You must use your member login for access.



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## SAC IN PICTURES

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

## Supply Chain SIG - November 1, 2022



### Awards Committee - November 8, 2022



### Podcast SIG Meeting - November 14, 2022



## Meet Our Members: Sophie Boutelegier

This month we're profiling Sophie Boutelegier. [Contact Sophie.](#)

Sophie helps companies with their international growth strategy.

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

I work with European businesses expanding to the US. What my clients appreciate is how I combine process and content. The process is about how you strategize and implement.

International expansion is not an isolated event, so we also work on the company's foundation, a holistic approach which benefits the global business. Content is sharing my knowledge about the US market, opening my European and Silicon Valley network, and making them aware of the business culture differences.



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

I had to learn when to say NO to projects and only work with customers who are serious about expanding to the US and value outside expertise.

### What do you find most valuable about SAC?

The SAC network and the opportunities to contribute actively. I participate in a Special Interest Group (SIG) and am an Awards jury member. For a solo entrepreneur, it is crucial to have those connections to ask questions and share experiences. I also enjoy the many webinars and practicums, which is an ideal way to keep learning!

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**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: Start at the Top to Retain Millennial and Gen Z Talent

CLAREMONT, CA—Leaders play a critical role in attracting and retaining skilled talent, which is especially true during periods of talent shortages, according to The Society for the Advancement of Consulting® (SAC). Many managers waste time complaining about Millennial and Gen Z behaviors, instead of looking at how their own actions impact their teams, and focusing on developing a healthy company culture to keep the best young talent.

[Read more.](#)

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## January 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: How should organizations manage effectively during this uncertain time, when hiring options are limited?**

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 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.

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## Thank You For Your Feedback

We've received 52 responses to our Member Survey. We're very grateful for your feedback and look forward to implementing your ideas in the coming year. Congratulations to our survey draw winner: **Hamish Mackenzie!**

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## 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:

**Leslie Austin**, Ph.D. launched the pilot program of her online video course Take Charge Now: How To Successfully Handle Difficult People with Dignity And Personal Power on December 1. The course is live and includes lecture, active Q & A and personal coaching for participants dealing with difficult people in their lives. Participants also have access to a private Facebook group for access to the replays of the sessions and further Q & A in a safe environment. The live course will run again in early 2023. For further information, please email Leslie at [leslie@leslieaustin.com](mailto:leslie@leslieaustin.com).

**The Supply Chain SIG** held two webinars on short term vs long term thinking and navigating turbulent times in the supply chain. You'll find these videos as well as several prior webinar recordings [here](#).

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

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## Weiss Advice: In the Best Interests

Coming off these elections in the US we'll find, inevitably, that elected members of both parties will not be true to all their promises. They'll blame it on the opposition erecting obstacles or to the inability to get



funding, or to the more important issues of tracking UFOs.

The sad truth is, since the beginnings of elections in caves to see who determined who sat closest to the fire, people have done whatever they can to get elected, not necessarily to serve well. James Freeman Clark, a theologian and author, observed in the late 19th Century that “Statesmen think of the next generation while politicians think of the next election.”



And here’s what happens when you radicalize and marginalize yourself:

“Rep. Alexandria Ocasio-Cortez was among the least effective members of the last Congress according to a new survey from the nonpartisan Center for Effective Lawmaking—a joint project of Vanderbilt University and the University of Virginia. AOC introduced a total of 21 bills which the center defined as “substantive”—but that is where the story ends. Her legislation received no action in committees, no floor votes, and none ever became law, according to the center, which takes its data from Congress.gov.” —reported in the New York Post

Why am I telling you this? Because organizations are political entities (“relating to the affairs of a particular group”). Some people will do whatever it takes to get the promotion, raise, corner office, and/or attractive assignment. Once there, they may find themselves unable to do anything positive for the organization or the customers.

And some people are so bereft of hope that they speak out radically and strongly against leadership, the strategy, and/or the service. Even when they’re correct, they’re isolated and unable to muster support.

Some outstanding political figures have been able to get things done through compromise, sacrifice, and a willingness to listen and laugh. They see serving their constituency as their own path to glory.

That’s why you hear me advise, when you’re uncertain about a client dynamic, ask yourself, “What’s in the best interests of my client?” And your client should be asking, “What’s in the best interests of our customers?”

That’s not political, that’s profound.

© Alan Weiss 2022

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## NOTE FROM ALAN...

**My next unique and profound event: Master Master Class:**

<https://alanweiss.com/growth-experiences/master-master-class/>

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

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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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## Upcoming SAC Events

**December 8**

**Dr. Jennie Byrne: Work Smart: How to Help Your Clients Be More Effective in Today's Hybrid Workplace**

**Best Practices Webinar; 11:00am PT.**

[More info.](#)

December 7

SPC Virtual Workshop: The Seven Elements for Successful Negotiation

3:00pm ET

[More info.](#)

December 9

SPC Virtual Networking

1:30pm ET

[More info.](#)

December 13

**SAC Wine Down / Wake Up Meetup**

1:00pm PT

[More info.](#)

January 17

**Susan Gold: Measuring Marketing Effectiveness for Consultants**

Best Practices Webinar; 11:00am PT.

[More info.](#)

January 25

**Informal Zoom Discussion for Professional Speakers: Expanding Paid Speaking Opportunities**

Informal Zoom Discussion; 11:00am PT.

[Email to participate](#)

January 26

**Nonprofit CEO Summit**

Hosted by the Nonprofit Expert Group of SAC; 9:00am PT.

[More info.](#)

February 7

**2022 Award Winners: How We Got Here**

Best Practices Webinar; 11:00am PT

[More info.](#)

March 14

**Kathleen McEntee: PR - Who Needs It?**

SAC PRACTICUM Webinar; 11:00am PT

[More info.](#)

***Mark your calendar!***

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

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