



Newsletter of the Society for the Advancement of Consulting® - February 2020

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.

We Our Members

Happy Valentine's Day! While we won't be sending you flowers or chocolates, we want you to know how much we appreciate having each and every member in SAC.

That's why we work to develop programs and benefits that provide great value for our members. This month, we're introducing the [virtual accelerator lab on giving TED Talks](#) (see below). We also will be holding our **regional event in Miami** on the 18th, and we have two webinars as well. On February 12th, **Tom Verghese** will help you [build your cultural agility](#)—a competence all of us need as we expand beyond our home culture. On February 26th, **Linda Popky** will be talking about [Marketing for the Non-Marketer: How to Stand out From the Crowd](#) in this quarter's PRACTICUM webinar. We've scheduled this in the afternoon to include our Pac Rim members, but feel free to access this on the archives if the timing does not work for you to join live.

We're excited to have finalized the location for our annual meeting on October 20 and 21st. It's not too early to put this on your fall calendar.

As always, please contact us if you have any questions or suggestions.

Lisa and Linda

TED TALK ACCELERATOR LAB SCHEDULED FOR Feb 27

Our next virtual accelerator lab program is *Talking TED: The Process, Production, and Performance*, led by 2019 Advancing Consulting award winner Amy Segami. If you've ever considered doing a talk for TED or a similar group, this is a workshop you will not want to meet.



This workshop will be held over Zoom, which allows everyone to participate—regardless of where you're located. This is a hands-on interactive workshop, so you must attend live. Because of the nature of the material, this will not be archived.

SAC members can attend for a reduced fee. [Learn more and register here.](#)

If you're interested in attending our second presentation of *Write Now: How to Create Content*

That Drives Your Business in Today's Environment, [contact us](#) and we will get back to you once we have set a firm date.

Next SAC Europe Event in Planning Now

Our European ambassadors, Patrick Daly and Hamish Mackensie have just begun planning the next SAC Europe event for mid-year. It's anticipated this will be a combination of presentations, discussions, and hands-on exercises. All SAC members are welcome to attend.

If you're interested in attending or would like to help shape the agenda, contact [Patrick](#) or [Hamish](#).

Are You Getting Everything You Can From Your SAC Membership?

Why not utilize SAC to increase your visibility and success? Take advantage of one of the following opportunities. We have a new social media campaign and will be including in our promotions:

- [Submit an article](#) for the [SAC blog](#)
- [Submit a quote](#) for our bi-monthly [press release](#). Our next release will be in February—see below.
- Join our [local, regional and global meetings](#). Check out [photos](#) and other news from our recent events.
- [Submit your book](#) to "[SAC in Print](#)"
- If you could be an editor, consider taking on the role for [SAC Press](#). This will provide great exposure for contributing members.
- [Access past webinars](#) through the archives. Both video and audio versions are available.

Please add/update your social media handles in your profile so that we can follow and tag you.

Annual Meeting Location is Set

Mark the Date!

We're excited to announce that this year's annual meeting will be held at the [Andaz Wall Street](#) (a Hyatt hotel) in Lower Manhattan. This is an attractive property in a nice location.

We are only able to reserve a very limited number of rooms at the special conference rate. [Reserve yours now.](#)

Space for the event is limited. [Sign up now](#) to take advantage of this opportunity.



Beyond Value Based Fees: Closing Bigger Options - Feb 18 in Miami, FL

JUST A FEW SLOTS LEFT!

Would you like to know how to get clients to choose larger options? Come join us on February 18, 2020 in Miami to hear Alan Weiss share best practices for closing not just option 3, but options 4, 5, and 6, too. And that's not all. Additional presentations include:



**Innovate to
Accelerate**

SAC Region Meeting
February 18, 2020
Miami

- How to Generate Recurring Revenue as a Trusted Advisor to SMEs - Phil Symchych
- Transitioning from Projects to Advisory - Amanda Setili
- How to Write a Proposal That's Accepted Every Time - Linda Henman

Space is limited. [Sign up now](#) to get the early bird pricing and take advantage of this opportunity.

Know someone who'd like to attend the conference and join SAC, too? To get the special membership/meeting rate, go to <http://bit.ly/2HkB5Uw>, complete the membership application, enter the promo code **MIAMIBUNDLE** and you'll receive the coupon code for the special low bundled rate.



Special Offer on the Million Dollar Consulting Convention in Sydney

Still on the fence about attending the MDCC in April in Sydney? Consider this. Alan Weiss has graciously agreed to offer a 25% discount on the fees for this conference for SAC members. [More information](#). Note "SAC" in the remarks section of the order form, and SAC members in good standing will receive a 25% discount off published prices.

SAC Dinner to be Held in Conjunction with the Million Dollar Consulting Convention in Sydney

We will have a SAC dinner event on March 30th. If you are interested in attending, please email info@consultingsociety.com.

Meet Our Members: Karen Eber Davis

This month we're profiling Karen Eber Davis. [Contact Karen.](#)

Karen Eber Davis helps nonprofit leaders motivated by a vision to build exceptional nonprofits. People hire Karen to increase their revenues and supporters by up to 300 percent. They gain leadership, board, and fundraising strategies and tactics that improve their organization's forever. She is the author of 7 *Nonprofit Income Streams* and *Let's Raise Nonprofit Millions Together*.



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

Most nonprofits struggle to obtain adequate revenue. I developed a process that generates the resources nonprofits need so they can focus on their missions.

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

Lots of money exists for the work I do. Everyone has needs—even the best organizations. People like and want to hire me. (With thanks to Andrew Hollo, who shared this thinking at the 2019 SAC meeting.)

What do you find most valuable about SAC?

The chance to meet and work with people who inspire me to be my best.

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.](#)

Understanding Your SAC Member Discount Benefits

Since SAC has members in 14 countries, we've been asked to clarify which benefits are accessible to which locations.

Check out the new chart on our Member Discount page to see what pertains to your geography.

Is there a benefit you'd like to see? Let us know.

[More information.](#)

In Memorium: Kathy Kingston

It is with great sadness that we share with you the news that long-time SAC member Kathy Kingston passed away suddenly yesterday while on a business trip. Kathy revolutionized the practice of fundraising and donor development for charitable organizations, and had raised millions of dollars for nonprofit groups over the last three decades. She was the author of the best selling book *A Higher Bid: How to Transform Special Event Fundraising with Strategic Benefit Auctions*, and was a member of the Alan Weiss Million Dollar Consulting Hall of Fame.



Kathy was an active member of SAC and had been a finalist for last year's Corrie Shanahan Award for Advancing Consulting. We know many SAC members knew Kathy and will join us in missing her greatly.

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.](#)

Chicago Meetup

SAC members in the Windy City enjoyed a recent January meetup.

For more information on upcoming events in the Chicagoland area, contact [Praveen Puri](#) or [Amy Segami](#).



February Press Release: Careful Preparation Helps Drive Success in New and Emerging Markets

CLAREMONT, CA— A business entering a new or emerging market must develop new perspectives and bring clear incremental value, according to The Society for the Advancement of Consulting® (SAC). A multi-faceted approach is best: from initial analysis and questioning your initial assumptions, to understanding the new market's needs, and developing (or hiring) the right people.

[Read more.](#)

March 11th 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: *How will digital transformation impact clients in 2020? What actions should businesses take to maintain or grow their leadership positions?*

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 March 11th**. Please remember to check your grammar and provide your name with attribution!

[Weiss Advice:](#)

A RESOLUTIONS REFRESHER

I think a “resolutions refresher” might be in order at this point. Here's a list of resolutions that you should at least consider:



1. Improve your message responsiveness. Use advanced technology, better discipline on your part, or an assistant to return every call, text message, and email within four hours of receipt during business hours. (If you're better than that now, then reduce it further.)
2. Drop three aspects of the job that you dislike. That's right, stop doing them. Find a way to avoid, delegate, or circumvent them. This will do wonders for your stress levels. If you don't like networking, pursue a different marketing strategy; if you don't like a course you've taught a thousand times, get someone else to run it.
3. Increase your publishing, no matter what level you're currently at and no matter what field you're in, from medical practices to computer networks. Anyone who isn't published or interviewed at least once a month just isn't trying (and is missing a golden market differentiator).
4. Select and read six books in this profession. You might want to start with *The One Right Way*, which is the biography of Frederick Winslow Taylor, the first true management consultant. Buy the six now, and plan to read one every month or two, which is hardly burdensome.
5. Find someone you respect in the field and plan to learn three things from him or her over the course of the year. Develop a strategy to communicate with them if you haven't met, and plan precisely what it is you'd like to learn.
6. Plan at least three *pro bono* assignments. Aside from the visibility of working with key people on worthwhile projects, you should be “giving back” to the community and/or profession as a responsible professional.
7. Improve your financial security. Determine how to optimize your SEP IRA, IRA, Roth IRA, 401K, and/or other benefit contributions. Acquire the minimum insurance required to successfully perform, compete, and ensure your future (life, health, disability, errors & omissions, liability).
8. Systematize your mandatory paperwork. Your proposals, invoices, contracts, publicity releases, biographical sketch, and other periodic documents should be consistent. For example, are your invoices on a computer template so that you only have to fill in names,

- amounts, and engagement specifics each time?
9. Make at least one major office improvement. Does your computer need greater capacity or a new operating system? Is your copier highest quality and fast enough, with reduction and enlargement? Is your chair ergonomically comfortable and healthy?
 10. Plan at least four weeks—one every quarter—to be totally with your family and/or personal interests. In this business you need to recharge the batteries regularly. Plan these as you would an assignment, and don't let any business interfere with it. I've seldom seen business that couldn't be rescheduled when you tell the client that you have a conflict.

Does it seem like too much? Then pick 8, or 4, or even 2. But start moving. Too many people who read this will end up 2020 exactly as they have 2019 and, no matter how successful you may be, life is about movement and growth.

© Alan Weiss 2020

Note: Check out how you can gain full access to virtually all my intellectual property on my [Growth Access platform](#).

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

Upcoming SAC Events

February 10

Partner Event: **WIC South Bay Satellite Meeting (Women in Consulting)**
Land and Expand: 6 Simple Principles to Expand Your Bottom Line with Patty Watkins
11:30 a.m. to 1:00 p.m. Campbell, CA. [More info.](#)

February 10

Partner Event: **SPC Dinner Meeting (Society of Professional Consultants)**
5:30 p.m. to 8:30 p.m. Location and topic TBA. [More info.](#)

February 12

Tom Verghese: How to Be More Culturally Agile
SAC Best Practices Webinar; 2pm PST. No charge for members.
[More info.](#)

February 14

Partner Event: **SPC Lunch Meetup**
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA. [More info.](#)

February 18

SAC Regional Event with Alan Weiss in Miami, FL
Beyond Value Based Fees – Closing Bigger Options
[More info.](#)

February 26

Linda Popky: Marketing for the Non-Marketer: How to Stand Out in the Crowd
SAC Pac Rim PRACTICUM Webinar; 4pm PT. No charge for members.
[More info.](#)

February 27

Amy Segami: Talking TED: The Process, Production and Performance
SAC Learning Accelerator Lab Zoom interactive workshop; 12 p.m - 3 p.m.. PT.
[More info and to register.](#)

March 11

Cindy McGovern: Every Job is a Sales Job
SAC Best Practices Webinar; 11am PST. No charge for members.
[More info.](#)

March 13

Partner Event: **SPC Lunch Meetup**
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA. [More info.](#)

March 16

Partner Event: **SPC Dinner Meeting**

5:30 p.m. to 8:30 p.m. Location and topic TBA. [More info.](#)

April 21

Constance Dierickx and Linda Henman: The Merger Mindset: What a Consultant Needs to Know

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

[More info.](#)

May 12

Tanya Hall: Book Publishing Options - How to Choose the Right Path for You

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

[More info.](#)

May 19

Andrew Hollo: Mastering the Value Conversation

SAC Best Practices Webinar; **3pm PDT**. No charge for members.

[More info.](#)

Oct 20-21

SAC Annual Meeting in NYC

[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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