



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

### Time to Tune-Up Your Relationships?

Relationships get a lot of attention in February, with Valentine's Day in the middle of the month, so we thought this would be a good time to announce our focus on helping you build better virtual relationships...with your clients, of course.

We've got an **exciting [regional event program](#)** for you on April 13<sup>th</sup>: **Be Virtually Outstanding! Take Your Virtual Practice to the Next Level.** You will not want to miss this! See below for more information.

While we're holding space in New York City for this year's **Annual Meeting** on October 6<sup>th</sup> and 7<sup>th</sup>, we're also moving forward with plans for a virtual Annual Meeting that week. Check out the information below and sign up for the virtual event now to lock in the low early bird fees.

Meanwhile, although February is the shortest month of the year, we have a jam-packed schedule of SAC events for you.

Next Tuesday, the 9<sup>th</sup>, [Steve Markman](#) will lead a PRACTICUM webinar about how to attain speaking engagements. On the 12<sup>th</sup>, our NorCal Ambassador **Simma Lieberman** is hosting a get together for SAC members in Northern California. Rumor has it Simma has a very broad view of what makes up [NorCal](#)—so feel free to join even if you're not in the Bay Area. On the 18<sup>th</sup> best-selling author [Shellye Archambeau](#) will talk about how to be unapologetically ambitious.

We have 2 business accelerator labs this month, too: Speak Up! with [Liz deClifford](#) on the 24<sup>th</sup> and Write Now! with [Linda Popky](#) on the 25<sup>th</sup>. We have our monthly SAC Wine Down/Wake Up get together on the 23<sup>rd</sup>.

Our SIGS continue to thrive. [Technology](#) and [Healthcare/Life Sciences](#) groups are underway and the new coaching SIG will launch in March. Interested in joining? Let us know.

As always, [let us know](#) what we can do to help and support you.

Linda and Lisa

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### BE VIRTUALLY OUTSTANDING! VIRTUAL REGIONAL MEETING: April 13th

Want to stand out from the multitude of virtual meetings and events available every day of the week? Want to learn how to easily amuse, entertain, and engage your audience in a virtual format? Need to know the best way to structure an effective working meeting, like a strategy session, in this virtual environment?

Join us on **April 13th** for a different kind of virtual event. We guarantee you will be both entertained and enlightened with presentations by comedian and magician **Robert Strong**, and our 2019 Advancing Consulting Award Winner **Andrew Hollo**. Robert will show us how to stand out with today's virtual technology, while Andrew will share his secrets for running strategy sessions in this environment that are as effective as those we're used to in the pre-COVID in-person meeting days.

Best of all, you can enjoy this session from wherever you are in the world. If you can't make it live, the recording will be available for viewing at your convenience afterwards.

[Learn more and register now to get the low Early Bird rate.](#)

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## 2021 ANNUAL MEETING REGISTRATION NOW OPEN

We won't know for some time if it will be feasible to hold an in-person event in New York City this October, but we won't let that stop us! We're moving forward with planning a virtual event [the week of October 6<sup>th</sup>](#).

READY  
for  
REBOUND



Our experience last year is helping us craft an even better virtual program for this year with the theme: **Ready for Rebound**. We'll have shorter schedules and integrate more interactive sessions.

SAC Founder and Million Dollar Consulting Guru **Alan Weiss** will be back again, as will the popular Birds of a Feather breakout sessions. We're working on lining up speakers now—but a look at last year's agenda will give you a good idea of the quality of presenters you can expect for this event.

[Sign up now](#) to get the low Early Bird registration fee. Partners and non-members are welcome to attend as well, at higher fees.

NOTE: If it becomes feasible to run an in-person event in October, we will still run virtual sessions for those who do not want to travel to New York. An additional fee will be charged to attend the live event.

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## IMPORTANT NOTE ABOUT MEMBERSHIP RENEWALS

You SAC membership will renew automatically at the end of each 12-month period unless you cancel it on the member website or [send us](#) an email. You'll receive a heads-up notice 45 days prior to the scheduled renewal date. If for some reason you don't want to renew, please tell us at least 3 days before the renewal date.

[More information.](#)

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## ACCELERATE THIS!

Our [Business Accelerator Labs](#) have been well-received. Last month's session featured SAC member Mark Wolf teaching us how to be a more effective virtual facilitator.

There are still a few seats in this month's workshops.

Join us for one of the next upcoming sessions:

February 24: **Speak Up!** – **Liz de Clifford**

February 25: **Write Now** – **Linda Popky**

March 16: **Be Known** – **Lisa Anderson**

April 20: **Facilitate This** – **Mark D. Wolf**

## SAC IN PICTURES

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

### SAC Healthcare SIG Meeting - New SIG!



### SAC Supply Chain SIG - January 21, 2021



**Hamish Mackenzie with his blue SAC cup.**

Are you using yours?

Send us a picture!

## Start the New Year Right: Get the Most out of SAC

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:

- [Update your profile](#). Make sure your profile has the most current information.
- [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.

We’ve updated our website with the list of benefits available to SAC members. The list includes some items that are not being utilized by all of our members.

[Check this out.](#)

## Meet Our Members: Martyn Drake

*This month we’re profiling Martyn Drake. [Contact Martyn.](#)*

Martyn Drake is the founder of Binley Drake Consulting, the boutique management consultancy he set up in 2009 to help ambitious business leaders dramatically improve the performance of their organisations. Since then, he has advised commercial organisations ranging from small family businesses right up to some of the world's most iconic brands.



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

I think it’s my sense of humour, although my clients aren’t as convinced. They think it’s because I understand them, their situation, and their goals better than anyone, and they trust me to help them get there. But it’s actually my sense of humour, and one day they’ll finally realise that.

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

This is a relationship business, so you have to be considerate towards people, especially when you’re making them uncomfortable by challenging their thinking and their preconceptions. I’m quite analytical, quite incisive, and at times, quite blind to other people’s feelings, which means I’ve always had a rare and exceptional gift for pissing people off in the most remarkable and unexpected ways. And while that’s not always a bad thing, experience (and marriage) has taught me that it’s actually quite useful to be able to turn it off at times.

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

Meeting up with others who are leading in their fields, sharing practices and learning from each other. In solo consulting, it’s incredibly valuable to have a network that you can turn to for inspiration, advice, or just for an objective, unvarnished opinion on your own situation. That situation might be that you’re way up the wrong creek without a paddle, and at SAC, you’ll find colleagues who know enough from their own experiences to see it and to say it, but they will also be the first to lend you an oar or give you a tow, to help you get moving in the right direction.

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### ***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.](#)*

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## Special Offer for SAC Members: ExpertClick®



**Deadline for the 2021 Yearbook of Experts® is February 28, 2021.**

Ensure the news media finds you and that you are found in Google search with ExpertClick. You'll get an ExpertClick® press room and the ability to send out news releases with no per-release fees. With search engine optimization and inbound links to websites, many ExpertClick members have had thousands of pages views on their news release.

Claim your press room today! **Save 15% when you join.**

[More information.](#)



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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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## February Press Release - Acquiring and Retaining Talent Takes on Added Importance Post-Pandemic

CLAREMONT, CA—As the world begins to rebound from COVID-19, a major re-think of talent strategy is happening in the top-performing companies, according to The Society for the Advancement of Consulting® (SAC). A closer connection to strategy, customization for top talent, revitalized rewards, and increased use of data analytics are all underway now.

[Learn more.](#)

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## March 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 advice do you have for businesses in regards to global activities in 2021? Will there be more or less opportunities for global business this year?*

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 13<sup>th</sup>**. 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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## [Weiss Advice:](#)

### WHAT WE LEARN FROM CRISIS

- People are resilient and adapt.
- Larger government is not the magic bullet.
- Bureaucracy paralyzes speed.
- Individually, people tend to support each other.

- Those with cash resources were far better prepared.
- The stock market and the economy are separate.
- “Shaming” doesn’t change anyone’s behavior.
- Paranoia drives conspiracy theories with no evidence.
- If you care about clients, they’ll care about you.
- Having an existing community is a powerful dynamic.
- Both positive and negative traits are amplified.
- Critical thinking skills are woefully deficient.
- Preventive action always trumps contingent action.
- Freedom and defiance are not synonyms.
- Community organizations are vital.
- Hypocrisy abounds: You’re allowed scores of people in a restaurant but less than ten at a funeral.
- Common crisis does nothing to ameliorate political partisanship.
- We can produce wonder drugs in record time when urgent.
- We need to take far better care of the elderly.
- Optimism always carries the day.
- There will be another crisis.



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

## Upcoming SAC Events

**February 9**

**Steve Markman: Attaining Speaking Engagements: Action Steps to Boost Visibility, Generate Business Leads, and Create Thought Leadership**

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

[More info.](#)

**February 12**

**NoCal SAC Zoom Meeting**

North California SAC members get together; 12pm PT. No charge for members.

[More info.](#)

**February 18**

**Shellye Archambeau: Unapologetically Ambitious: Take Risks, Break Rules**

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

[More info.](#)

**February 23**

**SAC Wine Down/ Wake Up**

Via Zoom; 4pm PT. No charge for members.

[More info.](#)

**February 24**

**Liz de Clifford: Speak Up!**

SAC Business Accelerator Lab (via Zoom); 12pm PT (3 hours)

[More info.](#)

**February 25**

**Linda Popky: Write Now: How to Create Content That Drives Your Business in Today’s Environment**

SAC Business Accelerator Lab (via Zoom); 11am PT (2.5 hours)

[More info.](#)

**March 3**

**Peter Winick: Thought Leadership**

SAC Best Practices Webinar; 10am PT. No charge for members.

[More info.](#)

**March 16**

**Lisa Anderson: Get Known**

SAC Business Accelerator Lab (via Zoom); 12pm PT (2.5 hours)

[More info.](#)

**April 7**

**Charmaine McClarie: Working Effectively with Clients in the C-Suite**

SAC Best Practices Webinar; 12pm PT. No charge for members.

[More info.](#)

**April 13**

**SAC Regional Event: Be Virtually Outstanding: Take Your Virtual Practice to the Next Level**

[More info.](#)

**April 20**

**Mark D. Wolf: Facilitate This: How to Uplevel Virtual Meetings and Workshops**

SAC Business Accelerator Lab (via Zoom); 12pm PT (2.5 hours)

[More info.](#)

*Mark your calendar!*

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

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