



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

The Cream of the Crop

When you've got an organization that is full of outstanding consultants, how do you recognize the best of the best? This is our challenge with the annual **Advancing Consulting Awards**, named in memory of SAC member Corrie Shanahan.

This month, we're about to open nominations for the 4th annual awards. Each year, the [Awards Committee](#) reviews the award process to look at what worked and what should be improved. As a result, last year, in addition to the Top Consultant award, we introduced an award for Creativity & Innovation, which was well-received. Because we get so many great candidates for these awards, this year, the committee will be looking at the possibility of honoring more than one individual for each award.

We also want to thank Awards Committee Chair **Pam Harper** and her husband **Scott** for all their hard work to set up the awards process and chair the committee for three years. Pam is handing the reins to **Vanessa Khan**, who will chair this year's award committee.

The nomination process opens February 15th. We encourage you to nominate a worthy colleague, or yourself. For more details, see below.

We have three exciting webinars this month. SAC Founder and Consulting Rockstar **Alan Weiss** and **Nancy MacKay**, founder of MacKay CEO Forums, will be joining us on February 15th to share insights from their recently published book *Modern Trusted Advisor*. This is a session you will not want to miss!

As part of our *So You Want to be a Consultant* webinar series, this Thursday, Feb 3, **Linda Popky** will tell us how to make your consulting practice stand out above the noise. On February 22nd, 2021 Advancing Consulting Award winner **Constance Dierickx** will share her thoughts on how to build a successful consulting practice. This series is free to all—so let your friends and colleagues know not to miss this—but everyone (including SAC members) must register. See below for more information.

Coming Soon: Our spring virtual regional event will focus on helping you leverage that book you've published or are writing now.

As always, please feel free to [reach out to us](#) with thoughts, questions, comments, and just to say hi.

Linda and Lisa

AWARDS NOMINATION PROCESS OPENS SOON

Nominations Open: FEB 15 – MARCH 31

Get ready! Nominations for the 4th Annual Corrie Shanahan Memorial Advancing Consulting Awards open on February 15th.

Know someone who you believe qualifies for these awards? Complete the application forms that will be available on the SAC website on Feb 15th. More information about the award process, as well as interviews with previous award winners, is already available on our website.

[Learn more.](#)



NEW WEBINAR SERIES: So You Want to Be a Consultant - Everything you wanted to know but weren't sure who to ask.



One reason why there are so many jobs open at senior levels in corporations is because seasoned professionals have decided they've had enough of the corporate world. These folks may be "retiring," but that doesn't mean they're going out to pasture. Expect to see many of these people decide to try to build a consulting practice.

What makes the difference in who will be successful? Knowing how to network, to differentiate yourself with marketing, and how to set profitable fees. We'll cover each of these topics and more in our new webinar series.

Next session this Thursday! Register now!

February 3: Standing Out Above the Noise: How to Build a Consulting Practice that Gets Attention—Linda Popky, President Leverage2Market Associates and Executive Director of SAC

February 22: Tips from the Top: Secrets to Building a Successful Consulting Practice—Constance Dierickx, President of CD Consulting and winner of the 2021 Consultant of the Year Award.

March 17: Setting Profitable Fees—Phil Symchych, President of SME Business Wealth Corporation

These sessions are open to all at no charge. However, everyone (including SAC members) must register in advance to get the Zoom access codes.

[More information.](#)

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).

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.](#)

Best Practices Webinar: The Modern

Trusted Advisor - Dr. Nancy MacKay and Dr. Alan Weiss - February 15th

About the Speakers:

Dr. Nancy MacKay is the founder and CEO of **MacKay CEO Forums**, the highest impact and least time intensive peer group for over 1200 CEOs, Executives and business owners around the world. With a dream to populate the world with inspiring leaders, she founded MacKay CEO Forums in 2005, after seeing firsthand the tremendous value of having CEOs come together to learn from each other, and to help each other deal with their toughest issues and challenges. Over 60 Forum Chairs, who are all very successful trusted advisors, facilitate over 100 peer learning groups, involving over 700 meetings and retreats each year.



Nancy MacKay

Alan Weiss

Million Dollar Consultant Dr. Alan Weiss, president of **Summit Consulting**, has been called the “rock star of consulting.” He’s published over 500 articles and 60 books on consulting, is an inductee into the Professional Speaking Hall of Fame® and the concurrent recipient of the National Speakers Association Council of Peers Award of Excellence. He has been named a Fellow of the Institute of Management Consultants, one of only two people in history holding both those designations. The founder of SAC, Alan has developed the premiere global community for solo consultants.

Alan Weiss and Nancy MacKay are coauthors of *The Modern Trusted Advisor: Best Practices for High Value Executive Consultation* (Business Expert Press, December 2021).

One-hour webinar; FREE for SAC members.

[More info 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.

SAC IN PICTURES

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

SAC NorCal Meetup - January 7th



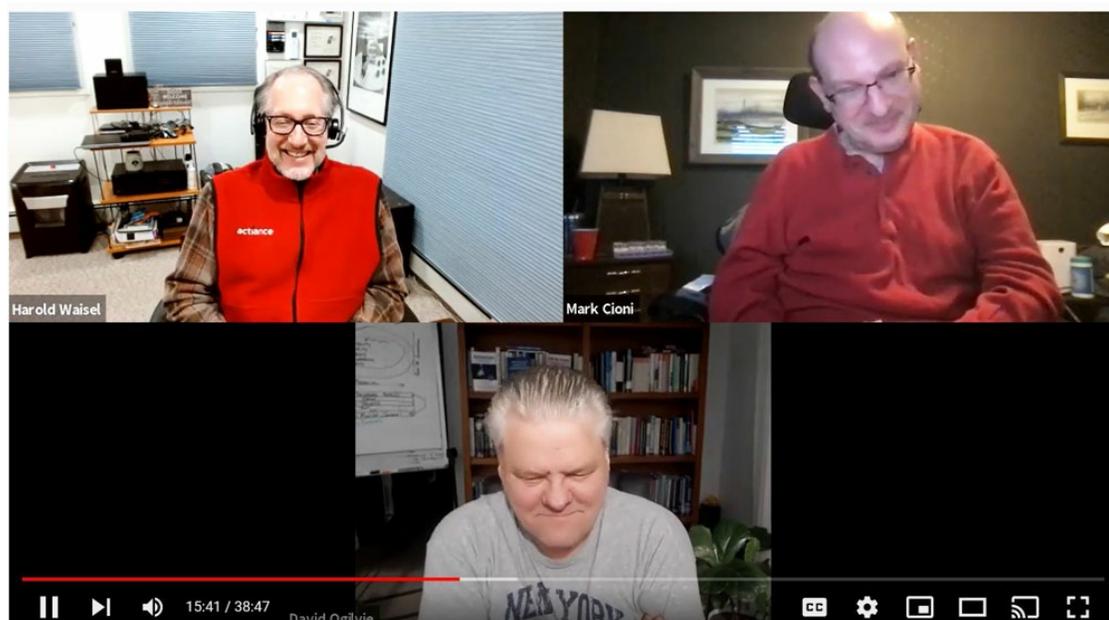
SAC Supply Chain SIG - January 12th



SAC Coaching SIG - January 4th



SAC Technology SIG



Meet Our Members: Kathleen McEntee

This month we're profiling Kathleen McEntee. [Contact Kathleen.](#)

Kathleen McEntee is the founder and president of Kathleen McEntee and Associates, Ltd., a full service marketing firm that provides support to privately-held businesses.

Kathleen is best known for her ability to quickly understand a business, listen to business needs, and develop a plan that focuses on the customer experience. Her firm provides more than simple marketing ideas and tactics. They provide broad expertise in looking at and managing the targets, touchpoints, and tactics that go into the entire customer experience.



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

I am really good at understanding our customers—who they are and what they do. And I can pretty quickly identify what makes them different in their market. Sometimes, what they think is a difference is really not. Still, other times they overlook something very important. Many *do* know their differentiators. They just have a difficult time articulating them. That's where I come in. We work to craft a message that is understandable and reflects the organization. Once we have their message, we connect all the marketing dots (social media, website, PR, etc.) to ensure the same message and company identity across all platforms.

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

Networking is essential. Early in my career (in corporate America), I thought that all the hobnobbing and golf games were pretty ridiculous. While a lot of the back-slapping and entertaining went overboard, especially when the only sphere was customers, I thought it was using people. I didn't understand the importance of having a wide network. While I was always personable and had great relationships, I didn't really cast my net very wide. So, when I went off on my own, my circle was pretty limited. It took years for me to establish solid connections.

What do you find most valuable about SAC?

SAC allows me to jump off the day-to-day merry-go-round to look at how I am working 'on' and 'for' the business. I like the perspective that others bring. We don't have to be in the same lane to learn from each other.

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.](#)

February Press Release: The Hybrid World Brings New Challenges for Leaders

CLAREMONT, CA—Today's leaders realize they must make adjustments to remain successful in the new business environment, according to The Society for the Advancement of Consulting® (SAC). Opportunities are arising for those leaders who are flexible enough to adapt the changes necessary for a successful hybrid working environments.

[Read more.](#)

March 16th 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 steps can businesses take to better manage their workforce in the time of the Great Resignation?*

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 16th**. 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 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's our list of member accomplishments for this month:



The American Psychological Association (APA) recently named **Dr. Karen Y. Wilson-Starks**, from the Division of Consulting Psychology, as a Fellow of the APA. The American Psychological Association confers Fellow status to members who demonstrate outstanding and unusual contributions to the science and profession of Psychology. Formal presentation of the Award will take place at the Annual Consulting Psychology meeting in February 2022.

Lucie Newcomb, Founder and CEO of The NewComm Global Group, Inc., has been named G100 Country Chair, USA, for the Global Trade Wing. "As leaders in Global Trade and Global Business, we use international commerce as a platform to connect our global community members in service and to advance these goals," notes Newcomb. "As we work in this intersectional, connected way, we are not only advancing SDG 5 on gender equality but also progressing the achievement of SDG 1: No Poverty, and SDG 8: Decent Work and Economic Growth." Lucie Newcomb will host an online launch of the Global Trade USA Wing on **Saturday, March 5th, 10:30a.m. PST**. To request an invitation as a Global Business leader, please email: g100.globaltradeusa@gmail.com.

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

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:

BE PROVOCATIVE, INNOVATIVE, CHALLENGING, AND CONTRARIAN.

All right, it's February, you've not made progress on your resolutions, COVID restrictions are in place to varying degrees in various locales, political stalemate prevails, and life ain't what it used to be.

Nor should it be.



Many organizations and individuals have done better than ever over the past two years, which probably includes some of you reading this. Disruption and trauma exacerbate both strengths and weaknesses. The good get better, the poor get worse.

Survival of the fittest. You may be inclined to argue about God but it's folly to argue about Darwin. Just look around.

I've tried to establish previously that there is no "new normal" nor should we want one. Who wants to be "typical" and "average"? However, there are *new realities* which we should exploit and not fear.

Here are my predictions about new realities. Why listen to me? Well...

Probabilities

- COVID is now endemic, meaning it's like the flu or common cold. We are living with it, being prophylactic in getting vaccinated, cautious in using masks, and contingent is using pills to mitigate effects should we contract it anyway. This will become an accepted part of society, except among those who refuse to be vaccinated.
- The combination of fear and loathing (fear of illness, loathing of one's non-stimulating and often abusive work environment) has created situational staffing shortages. You need to escalate to more luxury offerings (hotels, airlines, retail stores, autos, etc.) if you have expectations for consistently high service.
- Which leads me to the fact that a hell of a lot more people are becoming "independent consultants" who don't know their gluteus maximus from their antecubital fossa. Thus, like the escalation above, *you need to raise your fees to demonstrate you're the top of the heap and to exploit this dynamic.*
- *So long as you can safely return to home base*, it's a great time to travel in 2022. It will be unique for you to visit clients overseas or conduct real workshops. And it's a great time to sightsee.
- You must work extra hard to remain visible. Clients and prospects face "overwhelm." They're not going to have you on their radar unless you appear as an incoming missile, which will get their attention. Be provocative, innovative, challenging, and contrarian.

There you have it. My resolution, by the way, is to tell you the truth, no matter how much it might hurt. (You, not me.)

Hey, by the way, join my Power Community beginning in March (<https://alanweiss.com/growth-experiences/power-community-experience/>) for 60 high-intensity days which include weekly Zoom calls, monthly livestream, free attendance at one of my workshops, and a lot more. My SAC discount is \$500. Times will accommodate global participants.

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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

February 3

Linda Popky: Standing Out Above the Noise: How to Build a Consulting Practice that Gets Attention

SAC So You Want to be a Consultant Webinar; 11am PT.

February 15

Nancy MacKay and Alan Weiss: The Modern Trusted Advisor

SAC Best Practices Webinar; 11am PT.

[More info.](#)

February 22

Tips from the Top: Secrets to Building a Successful Consulting Practice: Presented by Constance Dierickx, Consultant of the Year award winner

SAC So You Want to be a Consultant Webinar; 11am PT.

[More info.](#)

March 17

Phil Symchych: Setting Profitable Fees

SAC So You Want to be a Consultant Webinar; 11am PT.

March 30

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

PRACTICUM Webinar; 11am PT.

[More info.](#)

June 21

Norma Watenpaugh: What Your Clients Should Know About Partnering and Strategic Alliances

SAC Best Practices Webinar; 11am PT.

[More info.](#)

June 28

Amy Lee Segami: Creating a TED Talk

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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