



Newsletter of the Society for the Advancement of Consulting® - February 2023

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.

Strengthening Connections

The more things change, the more they stay the same.

The world may be evolving in many ways, but one thing that's remained constant is the need for strong connections--in both personal and professional settings. Those who stay well-connected have been proven to not only be more successful, but they age better, too!

We'll let you manage your own personal connections, but when it comes to your business, SAC is here to help.

Our 2023 program lineup is designed to help you strengthen existing connections and make important new ones. We're creating programs that are more interactive, so that you can keep up with what's trending, and engage with other top consultants around the world.

Our **Coffee Connection** pilot program is off to a great start. If you haven't yet signed up to meet fellow SAC members, see below for how to signup for one of the slots still available for February. March times will be announced soon. If you have a time you'd prefer for future meetings, please let us know.

The standard Zoom webinars we've all participated in since the pandemic are just not cutting it any more. That's why we're following the advice of **Zoom expert Robbie Samuels** to retool our virtual guest speaker events to be interactive and engaging. Look for these monthly events to be more participatory and include small group discussions that will only be available during the live events.

This month, our **2022 Award Winners Patrick Daly and David Ogilvy** will tell you how they built their practices and take your questions in our first **Ask the Experts** event. In March, SAC member **Kathleen McIntee** will lead a discussion about **PR: Who Needs It?**

In April, global podcast strategy expert **Toby Goodman** will lead an interactive Best Practices presentation on **Growing Your Business through Podcasting**. This is not to be missed!

All of these will be interactive events, NOT Zoom webinars. We encourage you to attend live to participate in the live discussions and please be prepared to **have your video camera ON!**

Limited space is available for our **Mega MasterMind** in-person events in **New York** and **San Diego**. We're adding a twist to this program, too. See below. Special pricing for New York in June expires soon.

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

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.](#)

SAC Coffee Connection

Monthly Speed Networking Opportunity

We heard you! You told us you'd like to get to know your fellow SAC members in more detail. We're thrilled to introduce the **SAC Coffee Connection** to facilitate mini-networking sessions with other SAC members.

Each month, we'll offer several time slots to sign up to network in small groups (typically two to three people). These will be informal virtual meetings to allow you to get to know your fellow SAC members better, find areas of common interest, and provide mutual value.

Sign up for the time slot that works best for you and we'll match you with SAC members for a **45-minute coffee connection**.

Bring your own coffee and donuts. Email info@consultingsociety.com to join the last remaining spots in February. **FIRST COME; FIRST SERVED.**

- **Tue, February 14** 8:00 - 8:45 PT
- **Tue, February 21** 8:00 - 8:45 PT
- **Wed, February 22** 8:00 - 8:45 PT



Mega Mastermind Series Launches in June!

NEW--Choose Your Cohort!

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.



Here's a new feature: Are there SAC members with whom you'd like to engage in more in-depth discussions?

Our program will include breakout sessions built around your specific input. If you'd like, we'll help you build your own mini-cohort for breakouts. This may include people with a specialty like yours (such as members of a SIG), or just individuals with whom you'd like to spend more time in

person. When you and your colleagues register, tell us you'd like to be in the same connection group and we'll do our best to make it happen.

Two sessions for 2023: **June 6/7 in New York City** (Hyatt Centric Wall Street), and **November 15/16 in San Diego** (Westgate Hotel)

Early Bird Price: \$1175* **Sign up by March 31st.**

*Includes breakfast + lunch on both days

[Learn more and register.](#)

The more the merrier. Discounts available for more than one member from a firm, or for attending both sessions. [Contact us](#) for more information.

Speaking for a fee?

Join Our Professional Speaking Special Interest Group

Typically Meets 4th Wednesday Each Month

The SAC Professional Speakers SIG is composed of speakers who speak for a fee. This group agreed to share best practices, discuss professional speaking opportunities, and collaborate on professional speaking resources. The group formed in January 2023.

Next Meeting: Wed, Feb 22nd 11am Pacific

[Let us know you're interested in joining here.](#)

Ask the Expert

2022 Award Winners: How We Got Here
February 7th

What can we learn from the best of the best?

Our first *Ask the Experts session* features our Advanced Consulting Award Winners, Consultant of the Year winner Patrick Daly and Creativity & Innovation winner David Ogilvie, who will talk about how they got "there."



Patrick and David will tell us a bit about the trials and tribulations as well as key decisions and secrets to the success they've achieved. And, most importantly, they will answer your questions and in an interactive discussion to share what's worked and perhaps more importantly, what hasn't along the way to creating long-term success in the consulting profession.

Free for members; Fee for non-members.

[More info and to register.](#)

From the Webinar Archives

Cut the Crop and Harvest Publicity You Can Use

Russell Trahan, author of [Sell Yourself Without Saying a Word](#), shared how to fertilize your target market to grow and develop new ones, sow the seeds in the right fields to build media relationships, and build a barn of national name recognition.

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

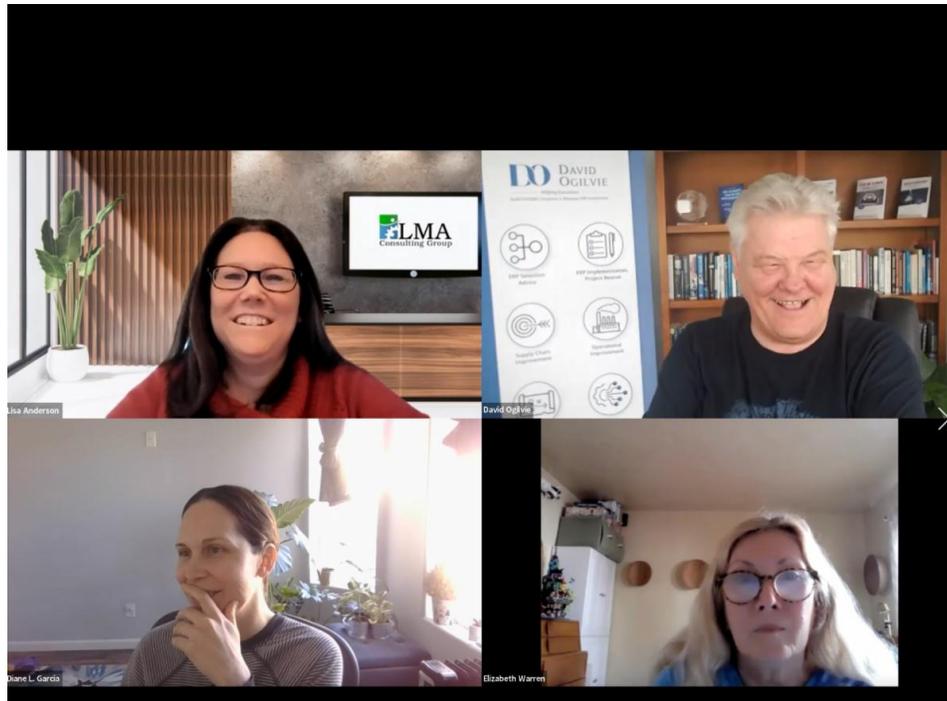
login for access.



SAC IN PICTURES

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

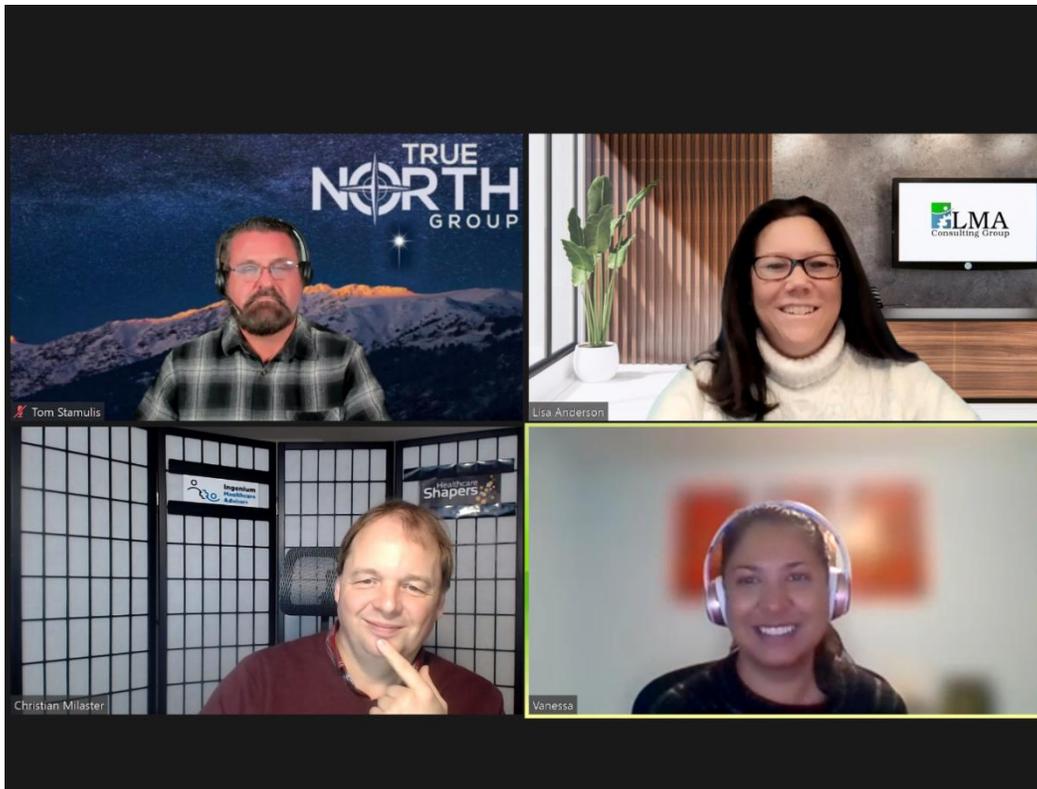
Supply Chain SIG - January 23, 2023



Expand Paid Speaking Opportunities for Professional Speakers - Interactive Discussion Group: January 25, 2023

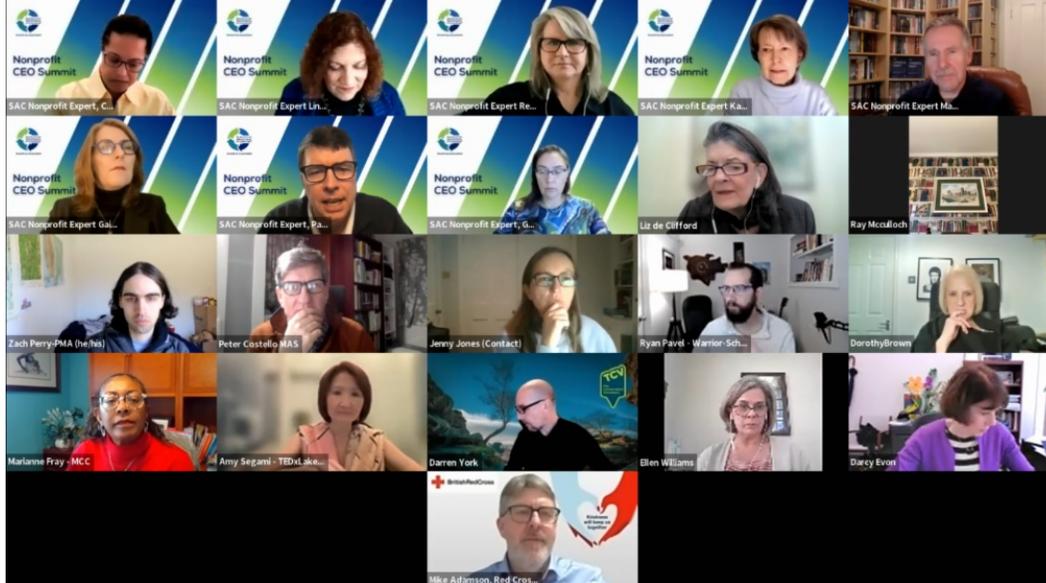


SAC Coffee Connection - January 2023



SAC Nonprofit CEO Summit - January 26, 2023

Congratulations to our Nonprofit SIG group, who held a very successful initial public event last week. Missed it? Replay will be available soon.



Meet Our Members: Rebecca White

This month we're profiling Rebecca White. [Contact Rebecca.](#)

In over 20 years of experience in the nonprofit world, Rebecca has developed systems that reduce friction, improve capacity, and significantly increase long-term sustainability. Rebecca works with nonprofit organizations ready to make the jump to greater impact.



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

The nonprofit space is lucky in that we have many talented and deeply experienced consultants. My differentiator is speed. I'm able to draw upon my experiences both within and outside of the nonprofit space, to help clients gain clarity and make good decisions quickly. We don't waste valuable resources (time, money, and talent) slow rolling our work.

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

You can have more control over your time than you think. Be ruthless in where and how you spend it.

What do you find most valuable about SAC?

With my key differentiator—speed—the hourly billing model I first utilized would have put me out of business. Finding SAC, and Alan Weiss's value billing model, has been instrumental in my success as a consultant. As a SAC member, I get the benefit of amazing colleagues, resources I use to help develop and grow my business, and the deep insights gained from learning and growing with this group.

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: Hiring Talent in Uncertain Times Requires Innovative Thinking

CLAREMONT, CA—Uncertain times and tight labor markets pushing companies to use innovative hiring approaches, according to The Society for the Advancement of Consulting® (SAC). The

standard ways of hiring talent are no longer viable, so winning companies are getting creative about how they find the talent they need.

[Read more.](#)

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: How should organizations integrate AI tools like Chatbot GPT into their operations? What are the implications of this advanced technology in the workplace?

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 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.

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:

Soft-Selling the Consultative Way, an in-clinic sales training course by The Aesthetic Consultant® (**Vanessa Bird**) is now CPD accredited. The one day course is designed to meet the needs of clinics who want to invest in their staff training and increase revenue through up-selling and cross-selling. The course provides ethical yet effective selling techniques and has been tailored to suit non-surgical and surgical aesthetic clinics. Email aestheticconsultant@icloud.com or visit www.theaestheticconsultant.co.uk for further information.

Steven Morris began a monthly Author 3-Way Conversation Series in 2022. These are live and recorded conversations with notable authors and thinkers, including Chip Conley & Gay Hendricks, Dorie Clark & Jenny Blake, [Michael Bungay Stainer & Charlotte Lockhart](#), and others! If you know of notable authors who you feel Steven should interview, feel free to suggest them by emailing steven@matterco.co or through his [website](#).

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

Weiss Advice: Stop being scared

It's interesting being a lector in church from a purely process perspective. That is, everyone is absolutely quiet, no chatting, no cell phones, they're paying rapt attention, and their usual experience is so poor that I'm elevated because I know how to speak. (One woman who stopped in the back of the church before services and found me reading the passages in advance said, "No wonder you're so good, you practice!!")

We need to keep our perspective. Some audiences, or readers, or buyers don't expect much, but some do. We need to do more than simply "be better than the last person." (Remember the old

instructions on escaping from a bear? You don't have to be the fastest person, only the second slowest.)

I recall early in my career speaking for GE where a participant told me at 8:30 that the guy who spoke yesterday was so good that I'd never be able to gain the same appreciation from the group. I did so by being me, not trying to outdo him. I remember my wife being very nervous when I delivered a general session at the National Speakers Association annual conference. The speaker before me was outrageous and profane. She was afraid I would try to outdo him on his terms.



Instead I walked out in a shirt and tie and delivered original, highly relevant material and the group went wild. (It was often called "the Alan Weiss convention.")

Focus on being great on your own terms. That's how to be consistently successful no matter what group is in front of you, or watching you, or reading something you wrote. That's lasting excellence.

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NOTE FROM ALAN...

Alan Weiss's Coaching Confidential Newsletter™: Sign up to receive my unique, monthly, highly targeted newsletter which contains inventive coaching methodology, case studies, and strange experiences in the coaching trade! I've coached thousands of business executives and entrepreneurs globally: <https://alanweiss.com/growth-experiences/coaching-confidential/>

SENTIENT STRATEGY, my new book, will be released in March. It's a revolutionary approach being facilitated by over 70 people in five countries. Here's how you can reserve advanced copies of the book **and gain bonuses** for doing so: <https://alanweiss.com/sentient-strategy-book/>

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

Follow Us On Social Media. We're Following You!

[Connect with us on LinkedIn.](#)

Upcoming SAC Events

February 7

2022 Award Winners: How We Got Here

Ask the Expert; 11:00am PT

[More info.](#)

February 10

SPC Virtual Networking; 1:30pm ET

No charge - SAC members encouraged to attend. [Register here.](#)

February 10

Coaching SIG Meeting

12:00PM PT

[Join a Special Interest Group](#)

February 13

Podcast SIG Meeting

11:00AM PT

[Join a Special Interest Group](#)

February 15
SPC Workshop - A Body of Work: The Key to Unlocking the Door to Opportunity; 3:00pm ET
No charge - SAC members encouraged to attend. [Register here.](#)

February 20
Supply Chain SIG Meeting
12:00PM PT
[Join a Special Interest Group](#)

February 21
SAC Wine Down / Wake Up
3:00pm PT; 7:00pm ET; 11am (Weds) Melbourne
Contact info@consultingsociety.com

February 21
Technology SIG Meeting
1:00PM PT
[Join a Special Interest Group](#)

February 22
Professional Speaking SIG Meeting
11:00AM PT
[Join a Special Interest Group](#)

March 14
Kathleen McEntee: PR - Who Needs It?
Ask the Expert; 11:00am PT
[More info.](#)

April 13
Toby Goodman: Growing Your Business with Podcasting
Interactive Best Practices; 9:00am PT
[More info.](#)

May 16
Steve Markman: Grow Your Speaking
Ask the Expert; 11:00am PT
[More info.](#)

June 6 - 7
Mega Mastermind in New York City
[More info & register.](#)

November 15-16
Mega Mastermind in San Diego
[More info & register.](#)

Mark your calendar!

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

Society for the Advancement of Consulting

2058 N Mills Ave, #532, Claremont, CA 91711

consultingsociety.com - 909-630-3943 - info@consultingsociety.com

