



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

### Launching a New Decade

**Welcome to 2020. Not only do we have a fresh new year, we have a new decade!**

What will YOU do to build your business and be a more productive, more successful consultant in the next ten years?

At SAC, we're continuously looking for tools and techniques to help you build your practice. We've got a great slate of programs for you this coming year, starting with **Patricia Fripp's** webinar on **January 9<sup>th</sup>** on how to make superstar sales presentations. [More info.](#) In February, we'll have webinars on marketing and on how to become more culturally agile—plus a live workshop in [Miami, FL.](#)

We'll be expanding our accelerator lab program this year (see below), and looking at other ways we can bring value to you in the most effective means possible. If you have thoughts about what speakers you'd like to hear or additional programs you'd like to see, please [contact us.](#)

We want to take this opportunity to thank everyone who supported SAC this past year—including our ambassadors and other volunteers, and of course, you, our members. Special thanks to everyone who renewed their membership in December, which allowed us to make donations to the American Red Cross, the Cancer Research Institute, and JDRF for diabetes research.

We look forward to working together to make the 2020s your best decade yet!

Lisa and Linda

### ACCELERATION LAB A GREAT SUCCESS!

#### More Labs Coming Soon

Our first accelerator lab program, *Write Now: How to Create Content That Drives Your Business in Today's Environment*, was a resounding success. Participants told us they really got value from the workshop.



After searching fruitlessly for a physical location to hold this workshop, we realized the best location is in your office, where you can participate by Zoom webinar. This allows anyone to participate—regardless of where you're located.

Our next program this spring will be *Talking TED: The Process, Production, and*

*Performance*, led by 2019 Advancing Consulting award winner Amy Segami. We'll be holding another *Write Now* session this year, too.

Dates are still TBD. If you are interested in attending one of these events, [contact us](#) and we will get back to you with more details.

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## 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.

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

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## 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:

- 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.



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## Special Offer on Next Year's Million Dollar Consulting Convention in Sydney

Still on the fence about attending the MDCC next 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.

While you're putting your plans in place, mark your calendar to attend the SAC Australia workshop, to be held in Sydney the same week.

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## Meet Our Members: Pam Harper

This month we're profiling Pam Harger. [Contact Pam.](#)

Pam Harper is Founding Partner and CEO of Business Advancement Inc. (BAI), a strategic growth advisory firm based in Glen Rock, NJ. She is a global expert known for helping visionary CEOs, boards, and senior executives cut to the heart of complex strategy and organizational dynamics issues to dramatically increase top and bottom line growth. She is the author of the critically acclaimed book Preventing Strategic Gridlock®, and has been quoted or featured in media including *Investors Business Daily*, *CEO.com*, and *Entrepreneur*. Pam is also the founding chair of SAC's Committee for the Annual Corrie Shanahan Memorial Advancing Consulting Awards, and she led the panel discussion of awards winners at last year's annual meeting.



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

I've gained a unique perspective about accelerating momentum, based upon 20+ years of consulting and advising CEOs and top leadership teams of successful companies of all sizes. While these are across a wide variety of industries, they all face gut wrenching upheaval and growth. What I've learned enables me to guide clients so they can look at both challenges and opportunities in new and unexpected ways. This dramatically expands their options for navigating twists and turns, so they can continue to achieve successful outcomes.

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

Just as it's important for a client to be willing to discover and question their assumptions about the challenges and opportunities they face, it's equally as important for consultants to be willing to discover and question their own assumptions about the client's situation. There's always more to the story. Expect to be surprised and to adjust the engagement in real time as necessary.

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

To stay ahead of the curve, independent consultants must develop relationships and learn from peers from around the world. This includes not only those who are successful today, but those who demonstrate the innovation and leadership that will advance the field of consulting for the future. SAC enables me to meet people who exemplify these values at the highest level of excellence.

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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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## This Month's Featured Benefit: Explainer Videos



**MyeVideo** can help you create an explainer video, one of the most powerful tools available to your business. While some studios take a huge deposit and disappear, MyeVideo has the Go, Happy, Pay program. It's simple – you don't pay for a phase of work until you're happy. And if you're never happy, you never pay.

MyeVideo offers a 20% discount to SAC members.

[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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**Mark the Date: Next Year's Annual Meeting: October 20 and 21, 2020 in New York City**

[Register today!](#)



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## January 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: *What advice do you have for businesses looking to enter a new or emerging market?***

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 11<sup>th</sup>**. Please remember to check your grammar and provide your name with attribution!

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[Weiss Advice:](#)

### AVOIDING "GURUSHIP"

Of all the coaching questions I receive about project implementation, the one that causes people the most anguish seems to be, "Conditions are tough, what's the best approach?" This might be a strategy retreat, a classroom activity, a team building session, a counseling assignment—it doesn't really matter. Consultants are often scared out of their minds that their chosen alternative will result in failure.



The problem here is twofold: First, there is almost always a range of feasible options, not a single alternative; second, *the client should be openly participating in the selection of the option.*

Recently, a coaching client of mine was struggling with a strategic planning session that involved vice presidents whose business objectives were very different. Either could easily succeed while the other failed. There was no incentive for cooperation or collaboration, yet the president wanted to use the retreat as an opportunity to forge a "common face" for the company's clients.

The consultant had come up with an "outline" for running the two-day session, but was panicking the more he talked beforehand to the vice presidents. "They are not going to agree on anything," he told me, "and even if they do, it will be lip service which they'll ignore the next day. I need this

account, and I need to be successful in this assignment. What am I going to do?"

The first thing to do is to stop trying to walk on water. You can't simultaneously move to the right and to the left. I suggested that he frankly discuss the inherent conflicts with the president, and take the position that both of them—one who is responsible for the company, and the other who is responsible for the process—ought to come up with some possible solutions. I also stressed the plural of "solution" because there were several ways to go. One was that the president change the incentive reward system, for example, so that neither vice president could truly succeed without the other's success. Another, however, was to stress that there was an ethical responsibility to act as a corporate officer and not only a division head. Still a third was to examine whether the "one face" policy made sense in terms of what might have been healthy internal competition.

The consultant said, "What if the president says that these resolutions are my job to develop?" I said, "Tell him that may be the case, but it's the president who will have to live with the result. You have accountability, *but only he as the authority.*"

The president never asked the question, he appreciated the conflicts in the situation, and he decided to open up the "one face" policy to internal debate during the meeting, facilitated by the consultant. Only if everyone agreed conceptually with the premise would he then demand the obvious collaboration required of his two subordinates. If not, he would abandon the strategy.

The lesson to remember: There is always more than one solution available, and the development and selection of the options should be done in collaboration with the client. We're consultants, not miracle workers.

© 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.](#)

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## Upcoming SAC Events

### January 6

Partner Event: **WIC (Women in Consulting) South Bay Satellite Meeting**  
11:30 a.m. to 1:00 p.m. at LeQuy Restaurant Campbell, CA.

### January 9

**Patricia Fripp: Superstar Sales Presentations**  
SAC Best Practices Webinar; 12noon PT. No charge for members.  
[More info.](#)

### January 10

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

### January 22

**Chicago Area Meetup**  
5:00 p.m. to 7:00 p.m. Third Chicago SAC meeting will be downtown.  
Contact SAC Ambassador [Praveen Puri](#).

### January 25

Partner Event: **WIC Mini Conference: Business Health Check**  
9:00 a.m. to 3:00 p.m. at the Biltmore Hotel, Santa Clara, CA. [More info.](#)

### February 10

Partner Event: **SPC Dinner Meeting**  
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.](#)

#### 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.

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**Society for the Advancement of Consulting**

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