



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

Important Updates for the New Year

Welcome to 2023! Hoping this will be a happy, healthy, safe, and prosperous year for all of us.

We are reinventing SAC this year, based on input we received from you--our members. Here's what's new this year:

- **You asked for in-person events.** We've created the new [Mega MasterMind workshops](#) in New York and San Diego. These are small interactive facilitated group sessions. Space is limited. Sign up now to reserve your place.
- **You wanted to get to really know other SAC members.** We've created the [SAC Coffee Connection](#). This is your chance to network with up to two other SAC members in an informal setting. Again, space is limited. Choose your slots for January and February now.
- **You wanted a shorter annual meeting with an in-person option.** We're offering a one-day hybrid annual meeting on November 14th. Join us in person in sunny San Diego, or virtually from anywhere around the world.
- **You wanted more interactive sessions with experts.** We're evolving our webinar series to include [Ask The Expert sessions](#) on topics of interest to the consulting community, and we're enabling group discussions, such as the one this month targeted to professional speakers.
- **You asked to know what content is targeted to whom.** We're categorizing our archive of existing material based on whether it's for emerging consultants vs. those with more advanced practices.

Here's what we need from you. Sign up for these programs soon so we can plan appropriately. If these are not meeting your needs, let us know as soon as possible so we can adjust our programming. More detail on each of these is below.

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

Lisa and Linda

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.](#)

Starting this month

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.

This pilot program will be launching the **last week of January 2023**. 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. [Register for January or February now!](#)



Mega Mastermind Series Launches in June! Special Pricing Available Now

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.

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.](#)

Discounts available for multiple registrations. [Contact us](#) for more information.

Best Practices Webinar The Only Marketing Metrics that Really Matter Susan Gold January 17th

Service-based businesses often invest insane amounts of time measuring every possible activity in marketing – to



what end?

Bringing over four decades of marketing and sales experience, Susan Gold of Susan Gold Coaching will share which marketing metrics really matter for consultants. Management guru Peter Drucker famously said, "If you can't measure it, you can't manage it." Susan will share what consultants can learn from other industries that have long measured and leveraged marketing metrics that are relevant and insightful to their business.



- How to align your metrics with your business and marketing goals
- How to avoid the "vanity metrics" and other time wasters
- Making metrics actionable
- Which tools can help track activity efficiently

Free for members; Fee for non-members.

[More info and to register.](#)

Informal Zoom Discussion
**Expand Paid Speaking Opportunities
For Professional Speakers**
January 25th

Here's your opportunity to touch base with others who speak for a fee, learn best practices, ask questions, and learn how to expand your roster of paid speaking gigs in 2023.

[Email info@consultingsociety.com](mailto:info@consultingsociety.com) to participate.

SAC's Nonprofit Special Interest Group Presents
Nonprofit CEO Summit | A Virtual Conversation
January 26th



Invite the nonprofit executives in your circle to this outstanding event!

The expectations about nonprofit leaders' roles today are more demanding than ever. The SAC Nonprofit SIG is kicking off 2023 with a 90-minute event designed for nonprofit C-Suite leaders.

Gain insights from SAC nonprofit experts in the United States, Canada, and the U.K. to support your leadership priorities. This is an opportunity for nonprofit clients to meet peers and gain insights in facilitated conversations. They'll be able to dive into their mission in 2023 feeling renewed, purposeful, and among the world's top nonprofit change makers.

In 90 minutes, attendees will participate in:

- Two sessions, one on strategy and leadership and the other on leadership self-care
- Two CEO Discussions led by nonprofit experts

Your clients will leave feeling inspired, recharged, and purposeful.

Free for everyone; open to the public.

[More info and to register.](#)

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

Working Effectively with Clients in the C-Suite

An informal session with C-Suite Coach Charmaine McClarie answering the critical questions to successfully access and influence senior executives.

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



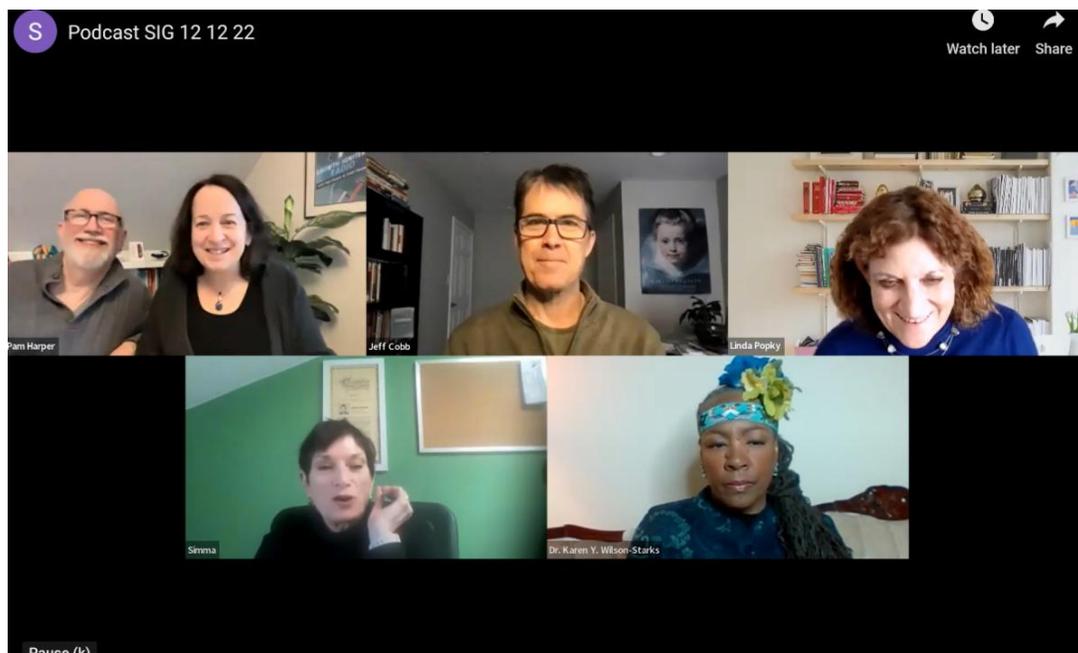
SAC IN PICTURES

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

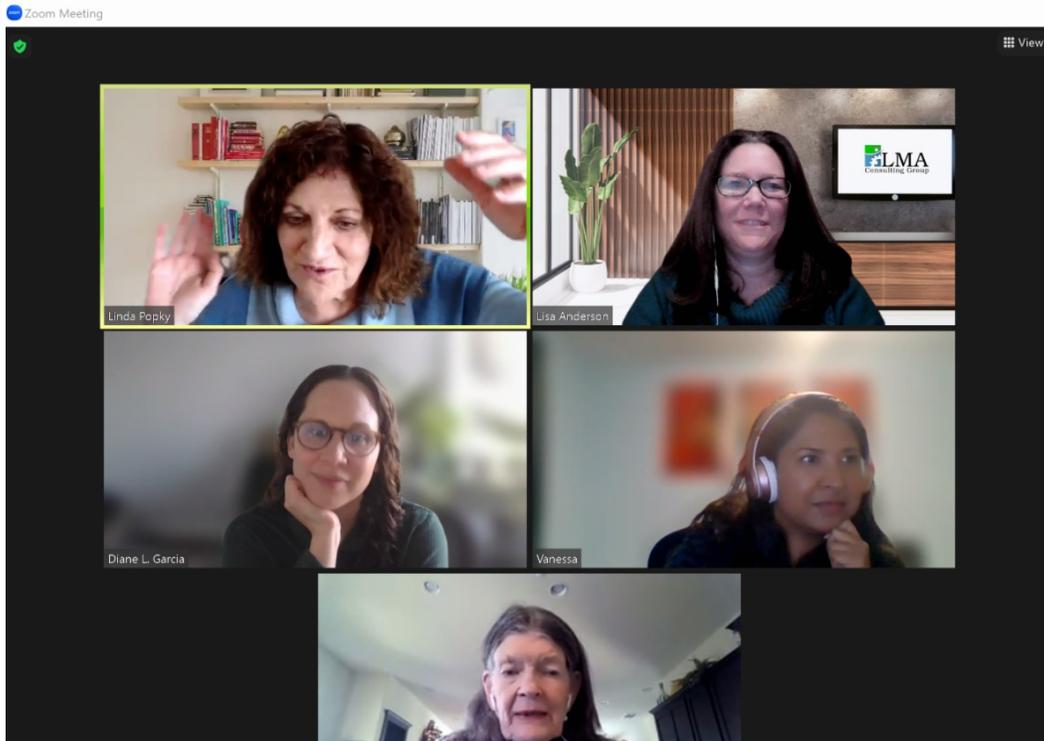
Coaching SIG - December 6, 2022



Podcast SIG - December 12, 2022



Wine Down / Wake Up - December 13, 2022



Meet Our Members: Matthew Mabel

This month we're profiling Matthew Mabel. [Contact Matthew.](#)

Based out of Dallas, Matthew is devoted to improving the lives and businesses of successful independent restaurateurs. These owners are devoted to making the most of their businesses — the most profit, units, volume, and value — while also being able to live flexible lifestyles where they can work when they want to. They want to choose when they work and when they spend distraction-free time with their families and friends, and pursue their hobbies outside of the restaurant business. When they do get away, they're confident that their businesses are providing great guest experiences based on outstanding operations and a rate of return well in the excess of above industry averages. In other words, they want to enjoy all the fruits of their success. Working with Matthew makes this a reality.



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

If you put a hundred restaurant consultants in a room, there will be a hundred different approaches. My practice provides a combination of organizational development and hospitality (food, service, atmosphere) consulting. Typically it is one or the other. I advise my clients, who are successful owners of independent multi-unit restaurant groups, on building their organizations and improving their restaurants. I also love to work on personal freedom and quality of life for my clients, in a business where many people think they have to work all the time.

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

If you give people a gift and they don't open it, you have done everything that you can possibly be expected to do for them and you have served them well. We all have prospects who don't choose to work with us, and not all clients implement plans. That lack of action bothered younger me.

What do you find most valuable about SAC?

I get a lot of value out of being connected to some of the best people in the world, who live in a universe that is parallel to mine. Having others who can teach, inspire, stretch, and validate what I am doing is essential to the success that I enjoy. With SAC, I get periodic reminders of things to think about, be they in my email box, or in the form of webinars and the annual conference.

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.](#)

January 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 manage effectively during this uncertain time, when hiring options are limited?

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 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:

MV Cioni Associates has secured several high-profile engagements for 2023: guiding the expansion of a next generation Smart Grid network for a major East Coast utility, enhancing the security posture of products & services for several IoT solution providers, and developing the "data-driven business" strategy for a leading hospitality provider.

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

Weiss Advice: Stop being scared.

Here's my advice for 2023: **Stop being scared.**

I'm not going to enumerate the ubiquitous issues that have sent people into nearly catatonic states. People have stopped attending events, whether for recreation, entertainment, self-development, or socialization. Zoom is an effective augmentation to your business, but it's a very poor substitute for your life.

I'm writing this at 38,000 feet and 537 MPH. No, it's not one of my cars, my wife and I are returning from London, before that Miami, before that Brisbane.

I use my share of Zoom for my coaching and quick meetings, as well as my workshops of one-to-three hours. But I augment that with live events and personal meetings. You can't build a true community as merely a virtual presence. You can't develop long-term client relationships as a floating head on a screen with a phony background (or your bedroom as the background).

We can't control the climate, or the age of the sun, or the weather, or the disinformation on social media. We can control our actions and behaviors, our relationships and our contributions, our



health and our safety. Perhaps not totally, but mostly.

Focus on what you can create in the world to make it a better place. Covid is controlled and might make you ill as you would be with the flu, but it won't kill you (unless you've decided not to be vaccinated, in which case it could kill you—that's your choice).

Stop being scared. Get out of the house. Get on an airplane. Market your business. Take some vacations. Volunteer for a local charity. Attend some civic meetings.

If you remain scared you're going to be flown over, trampled, bypassed, and otherwise left behind by those who aren't scared and are bold.

"Even if you're on the right track, if you just sit there you'll get run over."
—Mark Twain

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NOTE FROM ALAN...

NEW: MASTER MASTER CLASS: On March 21-23 (2.5 days) I'm offering a unique session into my own success and techniques, and how I see things that others don't, enabling rapid agreements and high-fee, low-labor projects. Can you identify patterns and contradictions in others' behavior? Can you respond "in the moment" with a pithy example or quote? Can you produce social proof immediately for your ideas and approaches? Can you readily identify the most likely influence on a prospect? I can, and I'll show you how in this intense session that's going to be one-time only. You can attend this in person or virtually! \$5,000, includes most meals (but not virtually!).

<https://alanweiss.com/growth-experiences/master-master-class/> **Four seats remain!**

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

January 13

SPC Virtual Networking

No charge - SAC members encouraged to attend; 1:30pm ET

[Register here.](#)

January 17

Susan Gold: Measuring Marketing Effectiveness for Consultants

Best Practices Webinar; 11:00am PT

[More info.](#)

January 18

Virtual Workshop: Turn Your Expertise Into Intellectual Property

No charge - SAC members encouraged to attend; 3:00pm ET

[Register here.](#)

January 25

Informal Zoom Discussion for Professional Speakers: Expanding Paid Speaking Opportunities

Informal Zoom Discussion; 11:00am PT

[Email to participate](#)

January 26

Nonprofit CEO Summit

Hosted by the Nonprofit Expert Group of SAC; 9:00am PT

[More info.](#)

January 31

Wine Down/Wake Up

Open to all SAC Members; 3:00PM PT

[More info.](#)

February 7

2022 Award Winners: How We Got Here

Ask the Expert; 11:00am PT

[More info.](#)

March 14

Kathleen McEntee: PR - Who Needs It?

Ask the Expert; 11:00am PT

[More info.](#)

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

