



## Newsletter of the Society for the Advancement of Consulting® - July 2019

*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.*

### Celebrating Our Independence

July is the month when both the US and Canada celebrate their respective independence days. At SAC, we think this is a great time for all of us to celebrate our independence from full time salaried jobs, contract work, and hourly billing—all of which can be obstacles in reaching our full professional potential. Here's to value based fees!

This month is a traditional vacation time for many of you. That's why we want to remind you that all of the webinars we hold for SAC are archived on our website. If you can't join us live, feel free to access these whenever is convenient (perhaps even on vacation?). We now have more than 15 sessions available for you to enjoy. [More info.](#)

And while you're enjoying Summer, don't forget to prepare for Fall! We are finalizing the speakers for our Annual Meeting Nov 5-6 in New York City. In addition to two half days with Alan Weiss, we will have sessions with a number of other great speakers, a panel on building your coaching business with some of the country's top coaches, and the presentation of our inaugural Advancing Consulting Awards. You do not want to miss this!

This year we've instituted a small fee to offset expenses, which allows us to bring the event to a new location: [The Hotel 50 Bowery](#). Space is limited. [Register for the event now.](#) See below for making room reservations.

**Want to be more strategic in your networking?** Then you'll want to hear our next webinar speaker, Judy Robinette, on July 16. Judy is a business thought leader known as "the woman with the titanium digital Rolodex." She's also the author of a number of best-selling books, including *How to Be a Power Connector*. [More information.](#)

**Participate with our Partners.** As a SAC member, you are entitled to attend events from our partner organizations, including IMC, the Society for Professional Consultants, and Women in Consulting, at a discounted rate. Check out the [calendar](#) for events near you.

As always, feel free to contact us with your thoughts, comments, and suggestions.

Lisa and Linda

### Three Cheers for the SAC Europe Launch!

Our first European SAC event took place at the Guinness Enterprise Center in Dublin, Ireland in June.

The focus was how to internationalize your consulting practice from Europe, and how to shift a consulting business model away from projects towards advisory work.

Our European Ambassadors, [Patrick Daly](#) and [Hamish Mackenzie](#), hosted attendees from Spain, Ireland, Croatia, Germany, Estonia, Switzerland and Denmark. The agenda included a discussion of what future SAC events in Europe may look like.



Of course, being at the Guinness Center meant attendees sampled a pint or two of the local brew.

Feedback from attendees was positive and the team is already working to put together a fall event in Barcelona. To learn more, contact [Patrick](#) and [Hamish](#).

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## Busy Down Under: SAC Australia is Buzzing!

[Nicole Wilson](#) has joined the SAC Australia team as the [ambassador](#) for the Brisbane area. The team will be hosting a panel on July 29<sup>th</sup> in Brisbane that will focus on how to dramatically improve your conversion rate. [More information.](#)

Next spring, SAC Australia will be hosting a workshop in Sydney in conjunction with Alan Weiss's Million Dollar Consulting Convention there. Look for more information about these events coming soon!

Thanks to our other Australian ambassadors, [Clifton Warren](#) and [Evan Bulmer](#) for their hard work in the Pacific Rim.

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## Meet Our Members: Cheryl Williams

*In the spotlight this month is SAC member Cheryl Williams.*

[Cheryl](#) is the CEO of Maryland-based Hudgins Williams Associates LLC, which provides expert marketing communications consulting, as well as career and executive coaching. Cheryl has over 20 years' professional experience on six continents, with nonprofits ranging in size from \$6 to \$900 million in annual budgets. She also led visibility and reputation building for Proctor & Gamble's \$30 billion beauty division.



Cheryl answered three quick questions for us:

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

My diversity of professional roles as executive staff and board officer for public and private organizations uniquely provides me with direct hands-on experience. This informs my work as a leadership development coach to professionals in government, nonprofit, and corporate arenas. As a trusted advisor, I ask powerful questions to help executives quickly identify and articulate their goals and guide them to achieving peak professional performance. These experiences also ensure that I can bring critical external perspective to an organization's marketing communications, strategic planning, Corporate Social Responsibility, and philanthropic initiatives.

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

The importance of empathy in your every interaction. Businesses are made up of people, and understanding what motivates your supervisors, colleagues, and direct reports will help you be a better leader, employee, and colleague.

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

I found SAC through Alan Weiss. The regular access SAC offers to one of the world's leading consultants in intimate settings remains invaluable to me. Since then, I've also come to appreciate the community of professionals and other professional development opportunities offered by SAC. And I greatly appreciate the passion and commitment of its leaders, Lisa and Linda!

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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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## **[Sign Up Now for the Annual Meeting](#)**

November 5-6 in New York City.

[The Hotel 50 Bowery](#) in Manhattan is now owned by Hyatt. This boutique hotel is fun and modern and a great setting at the intersection of Canal Street and the Bowery. We have a small block of rooms reserved at an outstanding rate for New York City. [Reserve your room now.](#)



## **This Month's Featured Benefit: Buffer**

Buffer makes it easy for businesses and marketing teams to schedule posts, analyze performance, and manage all their social media accounts in one place. They've built a full stack of social media tools to help brands grow their awareness, engagement, and sales.

As a SAC member, you are entitled to an expanded free trial of Buffer offerings.

[More information.](#)

***Coming Next Month: Business Banking Services from First Republic Bank***

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## **Follow Us On Twitter - We're Following You!**

Our twitter handle is @consultingasn. 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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## **July 10th 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 opportunities and risks do you see for your clients in the volatile nationalist environment we see developing in much of the world?***

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 July 10<sup>th</sup>**. Please remember to check your grammar and

## Weiss Advice:

### WHAT HAPPENS WHEN "IT'S *NOT* WORKING IN CONSULTING?"



This is a vitally important subject: How do you know, with confidence, that the career of an independent consultant is not for you? After all, isn't entrepreneurialism about perseverance, and doing the right things repeatedly, until you get the "breaks"?

Well, yes and no. I've mentored and coached thousands of people, and about 20 percent have been brand new to the solo practitioner role. Of those about five percent (of the total), have determined after a serious effort of at least six months and often closer to a year, that their best course of action is to return to the corporate world, because they find themselves better suited for it.

The people whom I coach are self-selecting and investing in a course of action to help ensure their success, I believe that the 5 percent figure is actually much higher for those entering independent consulting in general. I'd guess that at 20 percent or more decide to return to corporate life (or actually leap at the first offer) and another 25 percent must find other work because they exhaust their resources before they create a strong enough cash flow from consulting work.

I've listed below some of the indicators that I've found signify that independent consulting may not be for you, despite passion, preparation, and planning.

#### **You cannot reach out to strangers.**

This is the marketing business. If you cannot make prospect calls, cannot network with strangers, and refuse to use personal contacts to reach buyers whom you don't personally know, then you're simply too totally uncomfortable in a marketing capacity to ever bring in much business. You could get lucky with people coming to you, but inevitably, contacts eventually fade and you must bring in some new business on your own. If you do reach out and aren't successful, that's not so bad. This job is about rejection, and you merely might need some sharper skills. But if you metabolically can't reach out at all, you're in the wrong profession.

#### **You are totally enmeshed in your methodology.**

If all you can talk about is your "six step sales sequence" or "organic hiring approach," you have problems. Consulting is about forming relationships and improving the client's condition. The methodology, technology, and implementation are merely steps along that route, not ends in and of themselves (and certainly not value propositions). If you find that every conversation winds up with you exploring the depths of your methodology with a dazed listener, you're probably better off working for someone else.

#### **Your self-esteem can't support the weight.**

Many people who fail in the profession report that they couldn't "push back" at a buyer, constantly compromised on fees and services, and weren't able to stand up to a prospect's confrontational questions. The first sale is always to yourself. If you think that you're not as good as the buyer, then you're absolutely correct. There is a lot of ego required in consulting. You don't have to be an egomaniac, but you do need an ego that can stand up in a strong wind.

#### **You procrastinate and nothing gets done.**

There's no excuse not to produce an article in two weeks, or to find a dozen prospects to research, or to network at a weekly event, or to create a blog. If you hop from one project to another with the result that none is completed, it's neither a sign of sloth nor intellectual curiosity. It's a lack of commitment to the overriding requirements to launch the business successfully. And those are the easy tasks—the tough ones are yet to come.

One final comment: If you don't have a strong support infrastructure, you may well fail despite not falling victim to what's above. You need the people closest to you to be positive and confident, and to provide solace in defeat and celebration in victory. If all they can say, however, is "The money is dwindling" or "I told you so," then you might just fail through no direct fault of your own.

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

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## Upcoming SAC Events

### July 8

Partner Event: **WIC Networking Luncheon: South Bay Satellite**  
11:30am to 1pm at Le Quy Restaurant in Campbell, CA. [More Info.](#)

### July 12

Partner Event: **SPC Lunchtime Meetup.**  
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA

### July 16

**Judy Robinett—Using Strategic Networking to Grow Your Consulting Business**  
SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members.  
[More info.](#)

### July 17

Partner Event: **WIC Webinar: Marketing PRACTICE for Sustained Business Growth**  
12:00pm - 1:00pm. [More info.](#)

### July 29

**SAC Australia Meetup**  
In Brisbane. Contact [Evan Bulmer](#) or [Clifton Warren](#). [More info.](#)

### August 5

Partner Event: **SPC Dinner Meeting**  
5:30 p.m. to 8:30 p.m. at the Hilton Garden Inn in Waltham, MA

### August 6

**D. Brian Reider—Keeping IT Legal - What Consultants Need to Know**  
SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members.  
[More info.](#)

### August 9

Partner Event: **SPC Lunchtime Meetup.**  
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA

### August 12

Partner Event: **WIC Networking Luncheon: South Bay Satellite**  
11:30am to 1pm at Le Quy Restaurant in Campbell, CA. [More Info.](#)

### November 5 and 6

**SAC Annual Meeting in New York City**  
[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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