



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

Our Declaration of Independence

We've reached the middle of 2020—a year that at times has seemed like it might wind up being close to a decade long.

We are still in the throes of a major pandemic, and the troublesome economic environment that's resulted from efforts to contain the virus. Many countries appear to be past the peak rate of infections and are opening up their economies, as are areas within the United States as well. But we still don't have a vaccine or effective treatments, so it's possible more waves of infection will be coming.

That's why our role as independent consultants is so critical.

We are the ones our clients turn to for independent advice and counsel. We're the ones that can provide independent analysis and support to help our clients weather the storm. Some clients are struggling and need our help. Others are thriving and need our help. And still others are a bit lost right now...and need our help.

As we celebrate independence holidays in the US and Canada, we need to take time to celebrate the important role consultants play in today's business environment. Each of you has the ability to improve your clients' conditions. Clients need us more than ever--and we need to take the time to celebrate the value we provide.

- **All SAC members should have received an attractive reusable SAC beverage cup** As you enjoy your favorite beverage this month, take time to celebrate the important role we all play with our clients.
- **Want to celebrate by closing more business?** On July 21st, Deb Zahn, host of the Craft of Consulting podcast, will share what she's learned from interviewing other successful consultants. [Learn more.](#)
- **Our business accelerator workshops continue.** We're holding another session of **Linda Popky's Write Now! workshop** on July 11th @ 3pm PDT—ideal for those of you in the Pacific Rim. **Liz de Clifford**, a long-time member of the National Speaker's Association, will share her expertise on creating an effect podcast in a **Speak up!** business accelerator workshop on August 4th. [More information.](#)
- **We've revamped our webinar archives** to make it easier to find episodes of interest. See below for more information.
- **Don't forget to [sign up](#) for the Special Interest Group (SIG)** of your choice! Signup deadline for the initial SIG launch is July 15th.

- **We continue our series of Wine Down-Wake Up online Meetups**—come join us soon—bring your SAC cup with you!

Please [let us know](#) how we can support you at SAC.

Linda and Lisa

Coming in October... VIRTUALLY the BEST SAC ANNUAL MEETING...EVER

We're busy putting together the agenda for this year's Annual Meeting to be held October 20-21, right in the privacy of your own home office.

Although we'll miss not seeing everyone in person in New York City this fall, there are several key advantages to our new virtual format:

- No need to travel—save time, money, and your sanity!
- A broader array of speakers
- Session times scheduled for Europe, North America, and Pac Rim attendees
- Catch all sessions at your convenience—live or on archive
- The ability to connect with more SAC colleagues

Of course, SAC founder Alan Weiss will be back to share his unique insights. We'll have the presentation of the 2nd annual Corrie Shanahan Memorial Advancing Consulting Awards, followed by an interview with the two award winners. We're also planning on guest speakers and client panels from each of our three major geographies, as well as birds of a feather breakout sessions on topics like promoting your newly published book.

And that's just the beginning...look for more details coming next month.

Early Bird Registration Fees (until August 15th):

- SAC Members \$129
- Affiliates \$159
- Non-Members \$199

[REGISTER NOW](#) to attend this unique event.

We will return to the Andaz Wall Street in New York City on October 6 and 7, 2021—presuming it is feasible to do so.

Check the SAC Webinar Archives...NEWLY ORGANIZED

Now that we have over 50 webinars archived for SAC members, we've revamped our webinar access page. It's now much easier for SAC members to search webinars by speaker, topic, or other criteria. [Check this out now.](#)

WE'VE GOT A SPECIAL INTEREST IN YOU! Join one of our new Special Interest Groups

Our first Special Interest Group (SIG), focused on manufacturing and supply chain) kicked off last month. Special interest groups (SIGs) bring together SAC members with common interests and skills around the world to brainstorm, share best practices, and build alliances to help each other be more successful.

We've had requests for SIGs for additional SIGS in the areas of healthcare/life sciences,

SME/finance, and technology/ IT, and non-profits.

Interested? Sign up by July 15th [here](#).

Note: To keep the groups focused, we recommend joining only one SIG initially.

ENCORE PRESENTATION

Write Now Workshop - July 15th

Our next business accelerator lab, focused on **Write Now: How to Create Content That Drives Your Business in Today's Environment**, will be held on July 15th over Zoom (where else?) starting at 3pm PDT. You will walk away with a plan to create and publish content immediately. Because of the interactive nature of this workshop, attendance is extremely limited.



We have 5 spots remaining for this session. Interested in attending? [More information.](#)

Speak Up! Workshop - August 4th

SAC Ambassador, Liz de Clifford, leads this Business Accelerator Lab via Zoom. Because of the interactive nature of this workshop, attendance is extremely limited. [More information.](#)

SAC IN PICTURES

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

SAC Sippy Cup

Take a picture with your SAC cup and post it on social media with the hashtags #growthbyassociation and #consultingasn



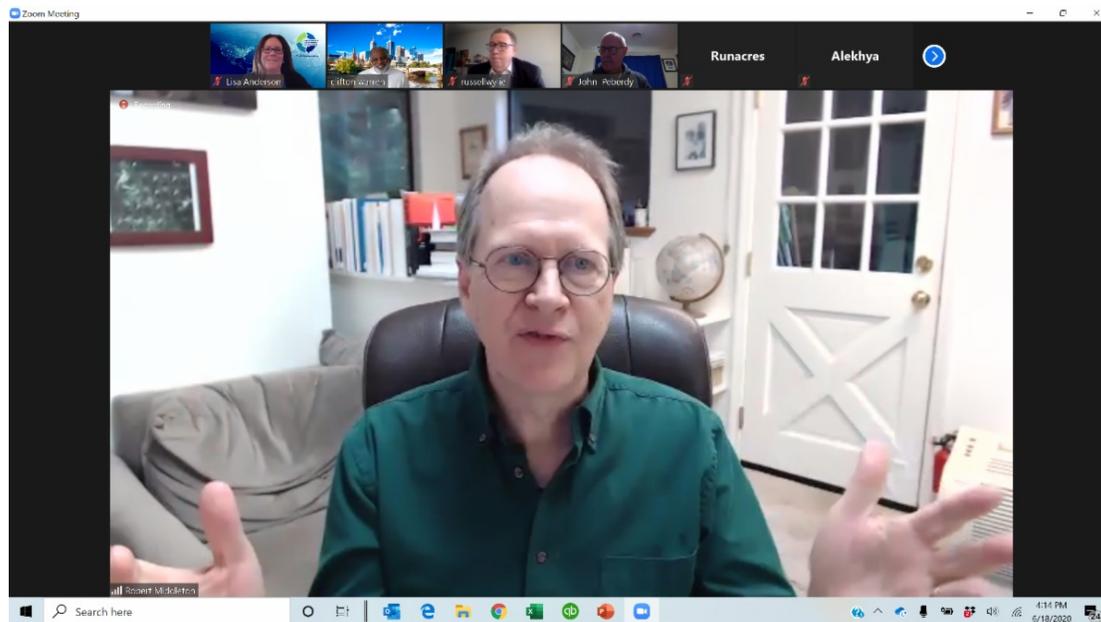
SAC Wine Down / Wake Up Zoom Meetup - June 25th

Sharing experiences and showing off our SAC sippy cups!



SAC Pac Rim Webinar - June 18, 2020

A SAC Pac Rim Meetup and Q&A with Robert Middleton on Attracting New Clients.



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.
- [Access past webinars](#) through the archives. Both video and audio versions are available.

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

We've updated our website with the list of benefits available to SAC members. The list includes some items that are not being utilized by all of our members.

[Check this out.](#)

Is Your Book included on the SAC Website?

Many of our members are publishing new books. We want to remind you to complete the form to have your book included in the SAC in Print page on our website. We are about to start a new promotion for SAC member books. Complete the form ASAP to add your book to the list!

[More information](#)

Meet Our Members: Aviv-Ben-Yosef

This month we're profiling Aviv Ben-Yosef. [Contact Aviv.](#)

I'm a tech executive consultant and coach on a mission to create world-class engineering teams that rapidly move the needle. Among the results clients report are: a culture of excellence, R&D operating as an innovation center (and not a cost center), and a strong bond between engineering and the rest of the business.



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

Breaking the silos starts at the top. I start by making my client, the tech executive, a real executive first. They usually have the tech part down already.

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

Don't let yourself off the hook by thinking that it should take years to become proficient at certain things. The motto of my army unit was "Everything is possible." That applies to consulting as well.

What do you find most valuable about SAC?

Other than the great community, I love getting regular exposure to successful thought leaders and their expert opinions about improving my own business. I'm certain there's no other place that collects such a fount of consulting knowledge and variety.

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.](#)

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.](#)

July 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: *Diversification has been in the news since COVID-19. How would you advise your clients on this subject?*

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 11th**. 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.

SPECIAL OFFER FOR SAC MEMBERS

Send a News Tip free!!!

Get full distribution for your news tip via News Release Wire. You'll get a permalink to share in your social media feeds, and your SEO will benefit from the ongoing value of inbound links from ExpertClick.com to your site. If you upgrade within 10 days, you'll secure the full press room, unlimited news releases, blog syndication, and a profile in the 2021 printed Yearbook of Experts.



[Click here](#) by July 31.

Weiss Advice:

WHAT DO YOU DO WHEN YOU'RE DOWN?

This can be a lonely business. What do you do when you're at the bottom of the curve? You've just been fired by a client, you've lost that "guaranteed" contract you were promised, the feedback on your session was subterranean, and the bills are mounting in the mail box.



We've all been there. Welcome to life. Here's Dr. Weiss's prescription to escape a funk.

1. Engage in something you love to do. Don't worry about more time off the job. Walk the dog. Go to a movie. Work in an amateur theater group. Go to the beach. Ski. Ride the bike. Whatever it takes to make you smile, do it. You need to turn distress into happiness, and you can control your behaviors to do so.
2. Tell yourself that it could be worse, and the bad news is not all that bad. You lost a contract, not a loved one. You were deceived, not destroyed. Participants didn't like your best effort, it wasn't that you didn't prepare. Life goes on. Read the daily paper. You'll find people with REAL problems.
3. Talk it out with an objective other. Find someone you trust to tell the truth—not someone who simply blindly supports you (that's what dogs are for)—and have them analyze the situation and help you set priorities. There are probably a couple of things you should do before the rest, and knowing what they are is a powerful step. If your spouse or significant other can help with that, then don't keep secrets about your state of mind. That's not noble. That's stupid.
4. Identify the exact nature of the discomfort, and don't deal with ambiguity. "I'm lousy at this business" is an issue that defies corrective action. However, "I didn't learn enough about the prospect's background" is a specific cause that can be corrected next time. Neurotics think that everything is their fault, and those with personality disorders think that everything is someone else's fault. Avoid both extremes and just find out what specifically went wrong. It's about cause, not fault.
5. Analyze your successes. We've all had those, too. Isolate what common factors are responsible for your greatest successes, and determine if you've stopped employing them for some reason, or

are not using them enough. Get your ammunition together.

6. Don't obsess. Get over it. If you really did blow it by insulting the prospect's spouse, spilling food on yourself, misspelling the client's name, or freezing during a key interview, join the club. It happens. Move on. The only thing worse than an honest error is the obsession that makes a one-time event into an ongoing burden.

7. Find a mentor. We all become too isolated, too insulated, and too introspective. Find someone who can provide honest, objective feedback on subjects of your preference. Use him or her as a continuing sounding board and planning partner.

8. When you do succeed, rejoice. We clobber ourselves when we're down, but don't reward ourselves when we're up. By enjoying the good times, the bad times are kept in perspective.

9. Call me in the morning. And bring money.

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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](#).

Upcoming SAC Events

July 1

SAC Wine Down / Wake Up Event via Zoom, 8am -9am PST. Friendly for Europe time.

[Register here.](#)

July 15

Linda Popky: Write Now!: How to Create Content That Drives Your Business in Today's Environment

SAC Business Accelerator Lab (via Zoom); 3-5pm PDT.

[More info.](#)

July 21

Deb Zahn: How to Get Consulting Business

SAC Best Practices Webinar; 11am PST. No charge for members.

[More info.](#)

August 4

Liz de Clifford: Speak Up!

SAC Business Accelerator Lab (via Zoom); 1pm PDT.

[More info.](#)

August 11

Dwight Holcomb: The Top 5 Secrets to Accelerating Your Consulting Sales Using LinkedIn

SAC PRACTICUM Webinar; 11am PST. No charge for members.

[More info.](#)

September 17

Gayle Carson: Podcasts for Pros

SAC Best Practices Webinar; 11am PST. No charge for members.

[More info.](#)

Oct 20-21

SAC Annual Meeting - VIRTUAL MEETING

[More info.](#)

Mark your calendar!

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

Society for the Advancement of Consulting

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