



Newsletter of the Society for the Advancement of Consulting® - July 2021

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.

Hit the Ground Running

Hard to believe, but we are halfway through 2021!

The craziness of 2020 is still in the rear view mirror, but with vaccinations up and infections down, it's full speed ahead to a new thriving economy and great business opportunities.

As we hit the second half of the year, have you thought about what you need to be successful in the months ahead: Are you prepared to take advantage of the rebound? Are your clients? How strong is your personal brand? What do you need to make the second half of the year successful and more productive? And what legacy do you want to leave?

Join us for our July 20th webinar, where [Mary van de Wiel](#) will explain how to Check Your Brand Pulse and Avoid the Trap of Dead Brand Walking.

Mark your calendar for two important events in August:

- On August 19, estate planning expert [Bob Birgen](#) will tell us how to make the right financial decisions to manage risk, return, taxes, and cash flow.
- On August 25, [Alan Weiss](#) will share thoughts from his recent book to guide us on what we need to do now to build the legacy we want to leave.

In September, [Judy Dang](#) will give you the tools you need to be more productive in Q4 and into 2022.

Don't forget this year's [annual meeting](#) focusing on **Ready for the Rebound** will be held virtually on October 5-7. We've been told this is now **the** event to attend for solo consultants. Are you joining us? [Register now](#).

What can we do to improve SAC for you? [Let us know!](#)

Linda and Lisa

The 2021 SAC ANNUAL MEETING: Ready for Rebound

This year's annual meeting is designed to help you be ready for the rebound:

- What trends will be impacting businesses around the world?
- What skills and capabilities will consultants need to help clients thrive in the coming

READY
for
REBOUND



business environment?

- How will savvy consultants promote their businesses in this new world?
- What do clients say about their consulting needs?

Last year's virtual annual meeting allowed us to reach more people than ever before with global content at times friendly for all major geographic areas. We got rave reviews on the quality of both the speakers and the event, but we're still not satisfied.

This year's event will also be virtual, but we're building on what worked last year to take this year's meeting to the next level:

- Three shorter days with staggered starting times each day for different geographies
- More time for networking between sessions
- More interactivity within sessions
- More breakout sessions

Here's what's on tap:

- Keynote by SAC Founder **Alan Weiss**
- Getting Published in Top Media—discussion led by **Henry DeVries** and a panel of journalists
- The Art of Inquiry: Asking the Right Questions with **Jennifer Nash**
- Scaling Your Consulting Practice Through Innovation with **Steve Shapiro**
- Why Subscriptions Are So Popular, And What It Means for You and Your Clients—**Robbie Kellman Baxter**
- Using Social Proof to Become a Recognized Expert: **Dorie Clark**
- You Oughta Be in Pictures — Building a Master Video Presence: **Rob Oddi**
- You are What You Risk — Helping Clients Navigate in Today's Uncertain world: **Michele Wucker**
- Presentation of the 3rd Annual Corrie Shanahan Memorial **Advancing Consulting Awards**

Plus, **Q&A with Alan Weiss**—the Rockstar of Consulting, Birds of a Feather sessions, and more.

All of this comes to you in the convenience of your own location. No need to travel, be vaccinated, or manage COVID protocols. You can even attend all sessions maskless! (But please wear pants.)

[More information here.](#)

[Sign up now.](#) Partners and non-members are welcome to attend as well, at higher fees.

We'll return to New York City in October 2022.

New Accelerator Lab: Refresh and Refocus – September 14.

New SAC member **Judy Dang** is offering an exciting new accelerator lab in September.

Judy will lead us through exercises to review the year and create a simple action plan for Q4. What worked well this year? What needs to change so you have a successful end to 2021? You'll leave with a one-page action plan for how to prioritize what to do next in your business for Q4. Bring a stack of post-its. This is a working session. [Learn more.](#)



Judy Dang

Back by popular demand, **Diane Garcia** will offer another session of Facilitate This! In November. [More.](#)

Have a topic or speaker you'd like to see in the future? [Let us know](#) and we'll try to make this happen.

New Online Learning Program from Alan Weiss

Special pricing through August 1st

SAC founder Alan Weiss wrote the book on Million Dollar Consulting. Literally. The sixth edition of *Million Dollar Consulting* will be released in November.



For the first time, Alan is offering an online learning package that incorporates the basics of launching, sustaining, and growing a vibrant consulting practice. This includes 14 carefully selected modules to take you through the steps you'll need to become successful, or build upon your success if you've already created a consulting practice. Each module has a ten-minute video recorded by Alan especially for this program, as well as downloadable files, sample visuals and templates for proposals.

Between now and August 1st, the program is available for only \$95

[Learn more.](#)

NEW EVENT REMINDERS

We've instituted a new system to remind you of upcoming meetings and events. Look for these easier-to-read emails in your mailbox now!



IMPORTANT NOTE ABOUT MEMBERSHIP RENEWALS

You SAC membership will renew automatically at the end of each 12-month period unless you cancel it on the member website or [send us](#) an email. You'll receive a heads-up notice 45 days prior to the scheduled renewal date. If for some reason you don't want to renew, please tell us at least 3 days before the renewal date. More information.

[More information.](#)

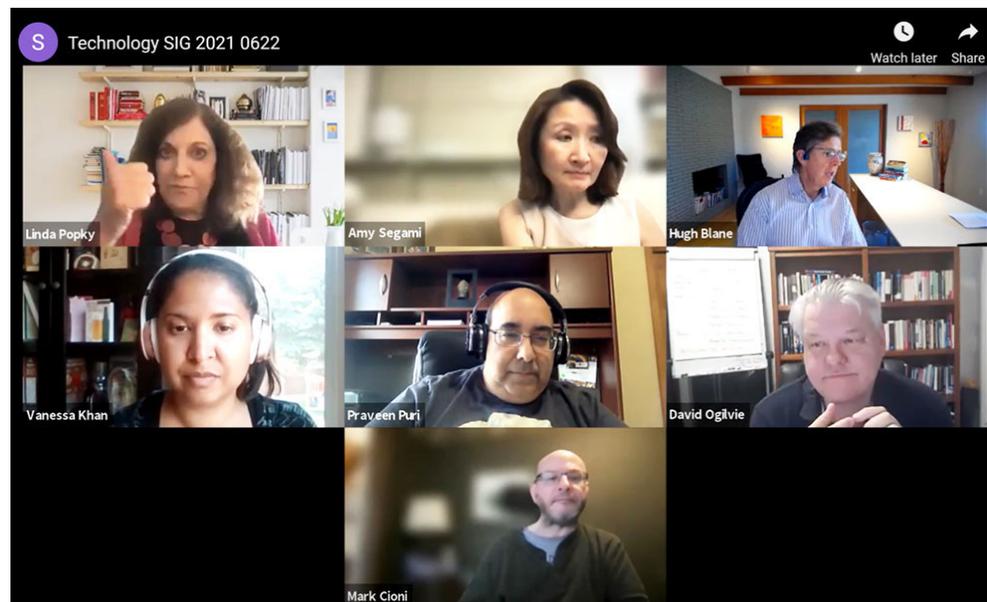
SAC IN PICTURES

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

Non-profit SIG Meeting - June 3rd



Technology SIG Meeting - June 22nd



Supply Chain Panel Discussion



6 FREE WAYS SAC HELPS MARKET YOUR PRACTICE

As a solo or small firm consultant, you want to leverage all marketing opportunities available to you. SAC offers 6 easy ways to get your business extra visibility worldwide.

All of these opportunities involve getting nonreciprocal links to your website or your LinkedIn profile, which potentially can get you new clients and will definitely bring you more visibility. A nonreciprocal link means that SAC's website links to you but you don't necessarily link back. Search engines tend to give more value to nonreciprocal links, so if you are into SEO, this is for you!

How many of these are you participating in?

1. Write 2-3 sentences for a bi-monthly SAC press release by filling in the [Press Release Contribution Form](#). A link to your website is included in your submission and the press releases are sent out to worldwide news media via expertclick.com.
2. Submit your books to [SAC in Print](#). Your books are displayed with a link to where to buy them, i.e., your web page or Amazon. Your commercially published books also get added to the [SAC Consulting Bookshelf](#), providing you with TWO additional channels to sell your books and/or link to your website.
3. Submit your podcast to [Podcast Central](#). Another link to your business! More about this new member benefit can be found in this newsletter.
4. Write an [article](#) for our blog. Insert links to your business here, too! And your name as the author is linked to your SAC profile, which has your contact info.
5. Join a [Special Interest Group](#) which has member photos and links to your profiles and LinkedIn pages.
6. Fill out a [SAC Spotlight Contribution](#) form to highlight an achievement, such as a promotion or winning an award, a new book or podcast, etc. The SAC Spotlight is featured in our monthly newsletters that are archived on our website.

Go get some additional nonreciprocal links and improve your SEO and your business's visibility!

Meet Our Members: Christian Milaster

This month we're profiling Christian Milaster. [Contact Christian.](#)

Christian is an accomplished speaker, educator, mentor, and communicator with 19 years of healthcare industry experience at the Mayo Clinic in remote home health monitoring, mobile health, medical technology solutions, and healthcare delivery quality improvement projects. He has 15 years of software development experience at IBM Global Services and as a consultant.



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

First is my passion for *enabling the delivery of extraordinary care*. Nothing excites and satisfies me more than to empower physicians, nurses, and other clinicians to serve their patients in the best way possible. I'm proud knowing that my designs and my advice ultimately will give patients better care

Secondly, I bring a unique blend of experiences, expertise, and personality to the field of health care delivery improvement. I'm a German engineer, worked for 12 years at the Mayo Clinic and am driven by the relentless pursuit of creating the most value with the least amount of effort. To that effect, I've collected and successively amalgamated numerous proven techniques from multiple disciplines--project management, requirements engineering, systems engineering, organizational change management, human factors, design thinking, continuous improvement, etc.

Thirdly, I work every day on becoming the best version of myself--improving what can be

improved, delegating what I'm not good at and, with increasing confidence, lean into my strength and distinct greatness: the same unique greatness that by the way everyone possesses if they just could see and admit it.

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

That success is simply doing every hour of every day the things you enjoy doing. Which stipulates that first you must know yourself to understand what brings you true joy, and then have the audacity to consciously design your life around that.

What do you find most valuable about SAC?

First, the caliber of the people. Everyone is genuinely nice, very experienced in their field of expertise, and, ultimately, a successful consultant. Secondly, the relatedness--hearing that others are struggling with the same challenges as I do as confirmation that I'm not weird--well, at least not weirder than the other SAC members :-). The feeling that even as a solo consultant you're not alone. The inspiration and stimulation I get from the engaging presentations by members or guests. And finally the international connections. We're living in a diverse, multicultural, interconnected world and that is reflected in SAC.

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.](#)

July 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: *What advice would you give organizations about adopting best practices in the changed business environment post-pandemic?*

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 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 our new feature—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's our list of member accomplishments for this month:

[John Kenney](#) published his first book [The Blueprints to Your Business: A Guide to Managing Your Roofing Business](#). His firm was recently named on the Forbes Next 1000 list.

Virtually In Demand, On Demand: Since the beginning of the Covid-19 health crisis, [Christian Milaster](#), an expert in [Telehealth](#), has had over 40 [speaking engagements](#), including 27 webinars, 3 panels, 3 podcasts, 1 workshop and the opening keynote at Spotlight Telemedicine. Christian



also moderated 5 panels and fireside chats, and organized and emceed a 5-day symposium with over 25 speakers.

[Elizabeth Warren](#) was elected vice president of the Los Angeles County Commission on Women on June 14, 2021. Ms. Warren was appointed to the commission by Los Angeles County Supervisor Janice Hahn, who represents the Fourth District, on September 17, 2019. More information on the commission can be found at laccw.lacounty.gov.

The SAC Supply Chain SIG has held two panel discussion on Supply Chain, Materials and Logistics Disruptions and what clients can do to successfully navigate these challenges. [View the videos](#).

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

New Member Benefit: Podcast Central

Are you the host of a podcast? See our [growing list](#).

Want to be included on the Podcast Central page? Fill in our [SAC Podcast Form](#).

Weiss Advice:

POST-PANDEMIC LIFE: WHAT'S NORMAL?

As we lose our fears and restrictions and waltz out into a post-pandemic era, don't mistake that reality for a "return to normal."

At least, not if you want to prosper.

There are things we learned during the pandemic that we should retain:
Remote meetings often make more sense than personal meetings.

- The decreased stress that results from less travel, from TSA to late flights, from traffic to lousy food, is very healthy.
- We're able to better focus on family, interests, and fitness.
- There is a sense of "neighbor" and looking out for each other.
- The cost savings are huge and margins are high.

There are things we want to jettison:

- It can be lonely and we need to interact with others.
- There are no real networking opportunities.
- Masks and partitions and distancing are uncomfortable.
- Vacations are important and travel is often desirable.

There are things we need to acquire:

- We need to have technology that's contemporary and effective.
- We need to create a client community that's ongoing.
- We need to hone our skills and approaches to more advisory work.
- We need collaborations with colleagues across the country and across the globe for local delivery.

These are just simple examples of how we can reevaluate our lives and reimagine our businesses. But if you emerge from this past year with the idea it's "life as usual," well, you're in for a rude awakening.

Not so much because you'll be left behind, which is probable, but because you'll have missed a huge opportunity and a pivotal moment in your life.

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



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](#).

Upcoming SAC Events

July 20

Mary van de Wiel: Check Your Brand Pulse: How to Avoid the Trap of Dead Brand Walking

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

[More info.](#)

July 22

Wine Down/ Wake Up

Thursday via Zoom, 4pm PT

August 19

Robert M. Birgen: Financial Planning: What Smart Consultants Should Know

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

[More info.](#)

August 25

Alan Weiss: Your Legacy is Now....How Are You Building Yours?

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

[More info.](#)

Sept 14

Judy Dang: Refresh and Refocus for Q4

SAC Business Accelerator Lab; 10am PT.

[More info.](#)

September 22

Charmaine McClarie: Working Effectively with Clients in the C-Suite

SAC Best Practices Webinar; 12pm PT. No charge for members.

[More info.](#)

Oct 5-7

SAC Annual Meeting: Ready for Rebound (virtual)

[More info and to register.](#)

Nov 11

Diane Garcia: Facilitate This!

SAC Business Accelerator Lab; 12pm PT.

[More info.](#)

Mark your calendar!

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

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