



Newsletter of the Society for the Advancement of Consulting® - July 2022

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.

Declaring Our Independence

It's Independence Day weekend in the US and Canada.

While we celebrate our countries' independence, it's time to celebrate our *own* independence, too. As consultants, we're not subject to the structures and requirements of full-time employers. We don't have to track our hours, work the same job day after day, or limit ourselves to a set salary for a year at a time. We have the ability to choose the clients with whom we work and the services we provide. More important, we have the ability to bring value to multiple clients, as we help them improve their situations.

We also have the freedom to change who we are to fit the times. With so much in flux in the world, this is great time to revisit your practice, your clients, your marketing, and more.

That's why you'll want to attend this year's virtual **Annual Meeting, Reinvent for Success**. We're putting together a great slate of speakers to help prepare you to help your clients with whatever comes our way in 2023. See below for more information.

There's no webinar this month. Enjoy your summer! We'll be back in August with **Diane Garcia** sharing her tips for better organizing our projects and ourselves to be more efficient and more effective.

We have **two new SIGs**, focused on **Speaking** and **Podcasts**. If you're interested in one of these areas, this is the time to sign up and join the team.

Finally, scroll down to see the generous offers our founder **Alan Weiss** is offering SAC members on his upcoming offerings--another benefit of being a SAC member!

As always, feel free to [reach out to us](#) with thoughts, questions, comments, or just to say hi.

Linda and Lisa



**TIME TO REGISTER
ANNUAL MEETING
October 11-13, 2022
Global virtual event**

- How should your practice change to be successful in 2023?
- How will today's global trends impact your business—and that of your clients?

- How can you build trust across cultures when so many things are uncertain?
- Is there a way to make your marketing more effective?
- The next generation is here: Do you know how to reach Millennial and Gen-Z buyers?
- How can you effectively build an audience for your offerings?

Attend this year's annual meeting to answer these questions and more. [Learn more.](#)

Best of all, attend this year's event at 2021 prices! [Register now.](#)

IMPORTANT: MEMBERSHIP RENEWAL INFORMATION...

In most cases, your membership will renew automatically. 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.](#)

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

SUMMERTIME WEBINAR BREAK

Enjoy your summer. Regular monthly webinars return in August.

WE WANT YOUR INPUT!

Help us define SAC 3.0. Our first brainstorming meetings will be held on Thursday, July 21st at 2:00 PM PDT.

Interested in joining us? [Contact us](#) for the Zoom login codes.

SAC IN PICTURES

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

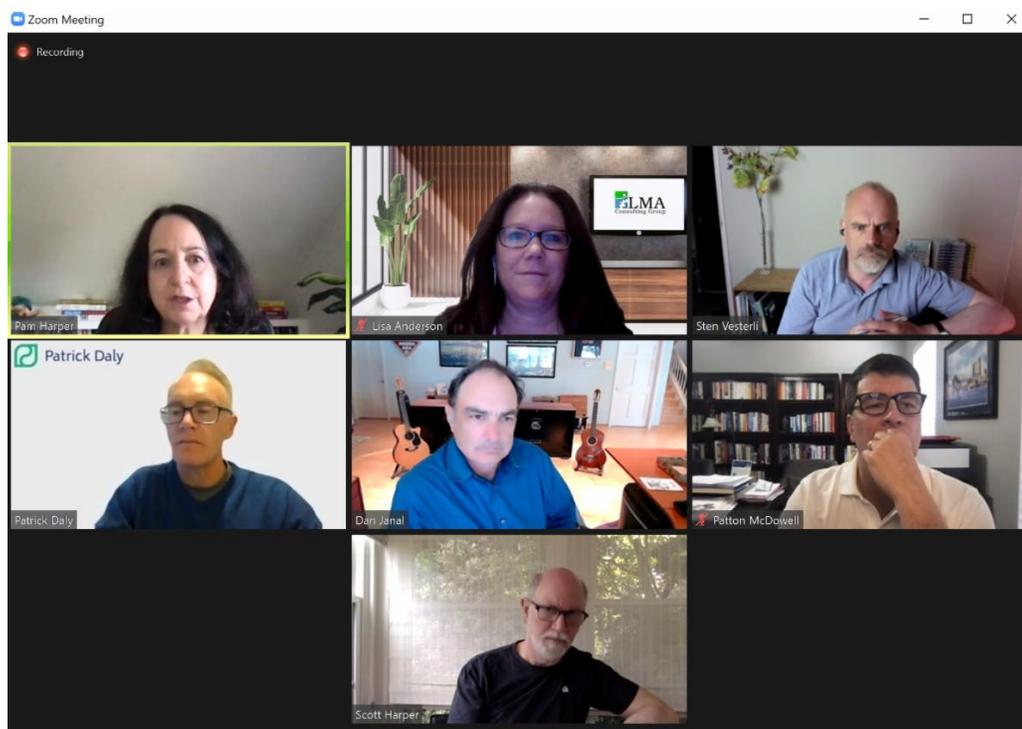
SAC Coaching SIG - June 7



SAC Non-Profit SIG - June 2



SAC NEW Podcast SIG - June 13



Meet Our Members: Gwen Bridge

This month we're profiling Gwen Bridge. [Contact Gwen.](#)

Gwen Bridge works to develop and improve organization structures and strategies within indigenous groups to better position them to maximize opportunities with partners and governments. She also works with corporate and government clients in developing productive and respectful relationships with indigenous peoples.

Gwen is a member of the Saddle Lake Cree Nation in

Alberta and works throughout the world to improve the relationships between indigenous peoples and their corporate and government partners towards mutual economic and societal improvement. **Gwen Bridge**



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

I've developed IP that provides unique insights and pragmatic considerations for improving understanding between indigenous and non-indigenous peoples about the roots of conflict. Advancements in Reconciliation are better built upon this understanding of the structural differences in societal organization. My work is built on decades of experience working with indigenous nations, supporting them to protect their rights and ways of life, and I effectively communicate important differences in a clear way to better prepare non-indigenous organizations to have improved relationships and partnerships with indigenous peoples. The feedback I receive on these ideas indicates this has not been explained as well before.

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

Consultants share ideas, so keep coming up with and sharing your ideas. Always have courage to speak your ideas and take your insights seriously. Your ideas are as good as and often better than others, so trust yourself. Oh, and focus on understanding and applying value-based fees right away. Start valuing yourself appropriately from the start.

What do you find most valuable about SAC?

It's been so great to get to know the great people and inspirational consultants that make up SAC. I am on the Awards Committee, and it's been so amazing to get to know a lot about the wonderful work that our membership is doing. I always am inspired by the people I meet in SAC.

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.](#)

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 steps do you think businesses should take with mentoring to stay competitive in today's 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 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 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:

Growth Igniters® Radio with **Pam Harper & Scott Harper** was selected as a "Top Podcast" in the "Business Marketing and Tech" Category of the 2022 PopCon Podcast Awards. Now in their 8th year of episodes, Pam & Scott are known for creating eye-opening conversations with best-selling business authors, emerging thought leaders, and CEOs who are transforming the face of business in a constantly changing world. Gain new insights, inspiration and immediately useful ideas to accelerate game-changing growth. [Listen](#) and get show notes. Available wherever you get podcasts.

Lisa Anderson, known as the Strongest Link in Your Supply Chain, was named a "Top 55 Supply Chain & Logistics Experts" to follow by Flexport. Check out her new video series [Supply Chain Chats](#).

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

In Memoriam: Karin Ellison

Last week, we lost Karin Ellison, an integral member of the SAC team, to a very aggressive, fast-moving form of pancreatic cancer.



While most of you probably didn't know Karin by name, you were touched by her work. She was the person behind the scenes who updated our website, got your books, podcasts, and spotlight items included in our communications, assembled this newsletter, and sent you those handy reminders about upcoming webinars and SIG meetings.

Karin worked for Linda for more than 20 years in various capacities, and for SAC since 2018. She was an animal lover who donated her time to many needy organizations, including animal rescue groups near her home in Oregon.

We are still shocked that she is gone so quickly. Please bear with us while we try to pick up the many projects she was handling and search for another resource.

May her memory be for a blessing.

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](#).

SPECIAL SAC DISCOUNT ON BOOK MARKETING SERVICES

Available through July 15th

Stephanie Moon, one of the speakers at our recent regional meeting *Book that Business*, is offering a special discount to all SAC members. Sign up before **July 15** for either a book marketing intensive or a three-

month mentorship and save 15%. More information:
<http://www.stephmoonco.com/sac>



Weiss Advice:

THIS, TOO, WILL PASS

I'm reminded in this economy of the great comedy team of Laurel and Hardy, where Oliver Hardy, in another predicament, would say to Stan Laurel, "Well, here's another fine mess you've gotten me into!"

Some of you have invested in what was a proliferating stock market growth. Some of you have purchased products, vacations, and invested in heavier marketing. And some of you (shudder) have turned down business.

Stay calm, this, too, shall pass. Consumer spending is up (as evidenced by your own purchases). There is no decent global alternative to the US stock market. (If someone begins talking about rare metals in foreign banks, you're looking at a Ponzi scheme.) The market and the economy are two different things. Your ideal buyers will continue to need help, perhaps more so than ever.

Yada, yada, yada.

So please stop existentially whining and attend to business. Act as if you're immune to what you can't control. (Oh, by the way, you are.) Focus on what you *can* control. Examine your value proposition for relevance, re-identify your ideal buyer in changing times, and reconsider your most effective marketing techniques to reach them these days (e.g., people *are* traveling, except for those of you sheltering in your homes claiming no one is traveling).

We're facing new realities (*not a "new normal"*) and we might as well get good at it. If you feel you can't do this alone, fine, make use of the communities to which you belong, formally or informally.

It's interesting that I'm doing more coaching than ever these days. Interesting because it's predominantly with people who are doing well and realize they need ongoing support to do still better. They're continuing to invest in themselves.

Are you? Or are you spending your time and energy convincing yourself not to be bold, not to take prudent risk, and not to go outside? If it's the latter, I suggest you get a dog, because the dog will periodically insist you take it outside.

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NOTE FROM ALAN...

This concluded my 19th year writing Weiss Advice for SAC and I'm looking forward to my 20th starting in August.

Here are four, unique, extraordinary development experiences *for which I'll provide a 20% discount for SAC members in good standing.* No one else can provide these!

By Invitation Only



A group of six to eight people will discuss over 2.5 days in a resort location the causes of their success, changes they foresee in the profession, financial planning, life balance, and more, facilitated by me with new IP and new role-plays. Contact me to apply: alan@summitconsulting.com Pre-discount fee is \$15,000, includes food and lodging. September 6-8.

Elite Meeting in London

The same as the above, but for two days during my time in London, this fee is \$12,000 pre-discount. You can sign up for this one here: <https://alanweiss.com/growth-experiences/london/> November 30-December 1.

Beyond Thought Leadership: Six “stars” from my community from five countries will be interviewed by me in this live, 2.5 day experience in Miami. I’ll be introducing new IP, case studies, and role-plays. And the final interview will be with me. This is one-time only, it was difficult to organize, and no one else could ever provide this. Hear from peers how they’ve built large practices, as both solo practitioners and boutique firm owners. Limited participation, in Miami in November, register now, no one else can offer this experience for your growth. <https://alanweiss.com/growth-experiences/beyond-thought-leadership/> November 8-10.

Million Dollar Consulting® College: I’ve been asked to run this again, and I miss it, so I’m going to do it on December 13-15 (2.5 days) in Castle Hill, Newport, RI, my usual stomping grounds. The beach houses in the winter are fantastic. There’s a great holiday atmosphere that time of year. I’ll be focusing on what I’ve seen as the critical areas for success: brand-building, accelerating referrals, provocative IP, low labor revenue focus, the post-pandemic lasting realities, and soforth. <https://alanweiss.com/growth-experiences/million-dollar-consulting-college-2022/> The fee is \$15,000, which includes lodging, breakfast, lunch, breaks, and one dinner. If you catch me at the bar, it could include two dinners. I’m also going to take time to show how I create this and other workshops, step by step, live or remote. Past grads are welcome to attend for \$5,000.

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 8

SPC Virtual Networking (Society of Professional Consultants)

SAC members encouraged to attend. No charge. 4:30pm PT / 1:30pm ET

[Register here](#).

July 21

Speaker SIG Kickoff

1pm Pacific, 4pm Eastern

[Email](#) us if interested in joining

July 28

SAC Wine Down / Wake Up Meetup

4pm Pacific, 7pm Eastern, 9am Melbourne (Fri)

Contact info@consultingsociety.com

August 12

SPC Virtual Networking (Society of Professional Consultants)

SAC members encouraged to attend. No charge. 4:30pm PT / 1:30pm ET

[Register here](#).

August 18

Diana Garcia: Organize This
PRACTICUM Webinar; 11am PT
[More Info.](#)

September 15
Andrew Winig: Introduce Yourself (in 30 Seconds)
Business Accelerator Lab; 11am-12:30pm PT.
[More info.](#)

September 20
Mary Cravets: Speaking for Free--A Surprisingly Profitable Way to Attract New Clients
SAC Best Practices Webinar; 10am PT.
[More Info.](#)

October 11-13
2022 SAC Annual Meeting: Reinvent for Success
[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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