



## Newsletter of the Society for the Advancement of Consulting® - June 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.*

### The Right Stuff

We are thrilled to have some of the best consultants in the world as part of the SAC community. We know how important it is to associate with successful consultants, brainstorm, and share experiences. And we want to make sure to acknowledge the best among us.

That's why we created the **Advancing Consulting Award**. Each year, we honor two outstanding consultants—one established, one emerging—with this special award. This year's nomination process is underway, and we want to make sure the committee is considering all of the right people.

**Who do you know who has the right stuff?** Who has a solid track record of client success? Who shows outstanding creativity? Who goes above and beyond to give back to the community? And, who shows great resiliency (a characteristic we all need in this challenging time)? Is it one of your colleagues? Or is it you?

The deadline for submitting nominations is imminent. **We have extended the deadline process to June 10<sup>th</sup>**. To be considered for the 2020 award, we must have your nomination form by midnight PDT on that day. See below for more information.

We're keeping busy. Here's what you need to know this month:

- The **Annual Meeting** this year has been changed to a virtual event on the same dates. See below for more information.
- Our **Thriving Through Ambiguity** webinar series has gotten rave reviews. See below for how to access the archives.
- There is only one slot left in June 11<sup>th</sup>'s **Write Now** accelerator lab—if you're interested, now's the time to move.
- One of last year's Advancing Consulting Award winners, **Andrew Hollo**, is our featured webinar speaker on June 23<sup>rd</sup> on Mastering the Value Conversation. [More info](#).
- We continue our series of **Wine Down-Wake Up** online Meetups—come join us soon!
- Thank you to everyone who took advantage of our recent membership promotion, allowing us to make a nice donation to **Second Harvest Food Bank**.

Finally, we have a small gift for SAC members to brighten up your day during this crazy time. Look for this on its way to you soon.

Linda and Lisa

---

**DEADLINE APPROACHING!**  
**Corrie Shanahan Memorial Advancing Consulting**

## Awards

Nominations are now being accepted for the second annual Advancing Consulting Awards. These awards are presented annually to two SAC members (an established independent consultant and an emerging independent consultant) who have done the most to advance the profession in the previous year.

Learn more about the awards in the video below.

Know someone who should be considered? [Nominate](#) your proposed candidates now. Or nominate yourself by [applying here](#). **Nominations close on June 10, 2020.** The award will be presented at the Annual Meeting in October.

**Learn about the awards in this video.**



Growth by Association

**ADVANCING  
CONSULTING**  
2020



## 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 here](#).

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

## THE ANNUAL MEETING GOES VIRTUAL

Given the ongoing pandemic conditions and the uncertainty about being able to hold a live event in New York City this fall, the Annual Meeting is moving to a virtual format.

While we will miss seeing you all in New York in person, the good news is that with no travel required, this meeting can now be available to everyone—regardless of where you're located—and we can offer this event at a much lower price point (Sorry, we won't be serving that great breakfast you had last year!).

**THRIVING  
THROUGH  
AMBIGUITY**

**Annual Meeting  
October 20-21, 2020**

The event will still be held on October 20 and 21<sup>st</sup>. We are in the midst of developing an agenda and securing speakers for this new format. More details will be coming soon.

### Early Bird Pricing - Until August 15:

\$129 for all SAC members

\$149 for affiliates/partners

\$199 for nonmembers/general public

[Register now!](#)

**If you have already paid for this year's meeting, we will be in touch with you personally to discuss how your payment will be applied.**

We will return to the Andaz Hyatt on October 6 and 7, 2021—presuming it is feasible to do so.

---

### ONE SPOT REMAINING:

#### Write Now Workshop - June 11th

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 June 11<sup>th</sup> over Zoom (where else?). 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 one spot remaining for this session. Interested in attending?

[More information.](#)

---

### Thriving Through Ambiguity Webinars

The Thriving Through Ambiguity webinars are all archived and ready for view on demand by SAC members:

- Build a Forever Transaction
- Marketing and Networking in the New Virtual World
- Maximizing Effectiveness When Working Remotely
- Looking Virtually Good
- Make Your Video Calls More Professional
- Making the Most of Your Money in Chaotic Times
- Thriving Through Ambiguity (Alan Weiss)
- Tools and Tips for Promoting Yourself Without Ever Leaving Your Desk

**THRIVING  
THROUGH  
AMBIGUITY**

Free for members - [log in here](#). Small fee for nonmembers - [more info](#).

---

### PODCAST:

#### Advancing Your Consulting Business During Times of Crisis - with Linda Popky and Lisa Anderson

In this *Craft of Consulting* podcast episode, we talk about what SAC does and how it helps consultants build successful businesses. We also talk about all the things that consultants could and should be doing during the current crisis to help clients and keep their own businesses going.

[Listen](#) to the podcast.

---

### SAC IN PICTURES

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

## SoCal Hosted Wine Down / Wake Up Zoom Meetup - May 20th



## SAC Wine Down / Wake Up Zoom Meetup - April 30th



## SAC Ambassadors' Meeting - May



## You Made a Difference!

Thank you to everyone who either joined or renewed their SAC membership in the last 6 weeks. A donation has been made to **the Second Harvest Food Bank** to help those less fortunate who are struggling during this difficult time.

Please continue to tell your friends and colleagues about SAC.

[More information here.](#)

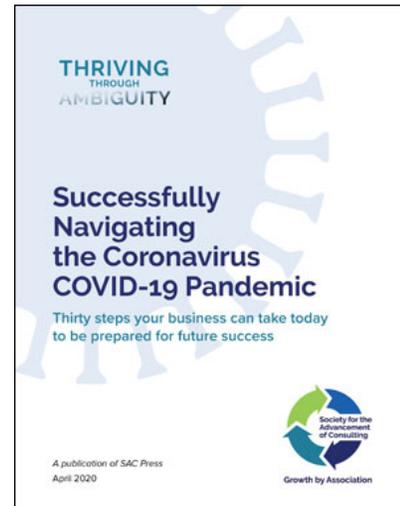


## COVID-19 RESOURCE eBook AVAILABLE NOW

Available at no charge. Download the eBook now. Feel free to pass this on to clients and colleagues who might be interested.

[Download now.](#)

Missed the chance to contribute? Look for another eBook compilation coming this Fall.



## 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.](#)

## Meet Our Members: Eric Roark

*This month we’re profiling Eric Roark. [Contact Eric.](#)*

Eric is the founder and CEO of a Consulting and Executive Search firm that turns Accounting and Finance into a Profit Center. He is an expert in Business Acquisitions, Business Exit Strategies, Change Management, Finance, Manufacturing and Recruitment.

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

What differentiates me from others in my field is that our firm is purpose-driven and we live by our core values of commitment to excellence, doing it the right way, genuinely caring, winning together, being authentic, grateful and humble and having GRIT.



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

I would tell my younger self to be successful by focusing on giving and serving others. Let God handle the rest

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

I am still a new member. I think what I will find most valuable is learning from others on how to market my services, as well as collaborating on best practices.

***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.](#)

---

**June Press Release: How to Triumph and Grow in this Uncertain Time**

CLAREMONT, CA— Ongoing change and volatility look certain to be with us until the end of 2020, and possibly beyond. According to The Society for the Advancement of Consulting® (SAC), businesses should move quickly to maintain or grow leadership positions in this uncertain time.

[Read more.](#)

---

**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:** *The topic of diversification has been in the news since COVID-19. How would you advise your clients on the topic of diversification?*

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 11<sup>th</sup>**. 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.

---

**[Weiss Advice:](#)**



- Get into the “public square” with your analysis based upon your expertise (supply chain, talent retention, IT, change management, etc.). Err on the side of informing too many people.
- Send your message in all media: blog, newsletter, video, podcast, teleconference, webinar, livestream—anything not requiring physical presence.
- Emphasize the difference between "hunkering down" and keeping your head up. There is a need to be prepared to move once normalcy returns.
- Offer free advice in the same way suggested for current and past clients. It's find to mix the groups.
- Consider a weekly series of brief updates about business in crisis times. Be sure to access the latest government programs and support.
- Diversify your marketing beyond any current niches or specialties. Ensure your value is ecumenical, and applicable in almost all industries and professions.
- Consider whether you can convert your appeal to the retail market (consumers) and not remain solely in wholesale (businesses). This is the ultimate diversity.
- Move down my Accelerant Curve to advisory work as your primary (or even exclusive) offering, largely done remotely. This way you can begin immediately.
- Set up your own livestream operation, either in a part of your home or a local studio. Contract with a local videographer and a livestream platform for implementation.
- Start to conceive your value in terms of non-present descriptions and information. Think about YouTube or TED. For example, Q&A might have to be “primed” by questions in advance.
- Always try to obtain full payment in advance, or at least within 45 days of the commencement of a project. Do not be paid monthly. Ask for full fee to hold speaking dates. If you work with bureaus, never allow them to hold your money or dictate your terms.
- Be careful about cancellation clauses in future site contracts you might sign.

© Alan Weiss 2020

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

**June 11**

**Linda Popky: Write Now: How to Create Content That Drives Your Business in Today's Environment - ONLY ONE SPOT LEFT!**

A Business Accelerator Lab: hands-on Zoom workshop; 11am PST.

[More info.](#)

**June 23**

**Andrew Hollo: Mastering the Value Conversation**

SAC Best Practices Webinar; 3pm PST. No charge for members.

[More info.](#)

**June 25**

**SAC Wine Down / Wake Up Event** via Zoom, 3:30pm -5pm PST. Friendly for Pac Rim, US, Canada time. [Register here.](#)

**July 1**

**SAC Wine Down / Wake Up Event** via Zoom, 8am -9pm PST. Friendly for Europe time. [Register here.](#)

**July 21**

**Deb Zahn: How to Get Consulting Business**

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

[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.](#)

**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

2058 N Mills Ave, #532, Claremont, CA 91711

[consultingsociety.com](http://consultingsociety.com) - 909-630-3943 - [info@consultingsociety.com](mailto:info@consultingsociety.com)

