



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

Some Like It Hot...Do You?

Summer starts at the end of June, but things have been heating up in the business world for months!

Consumers are buying, businesses are hiring, and the economy is on a tear. The rebound is happening.

But the recovery is not across the board. Some organizations are doing quite well, some are still determining their next moves, and others are foundering. To quote Alan, ***That's why they need us!***

And that's why SAC is here to help you. Our Special Interest Groups continue to develop strong global ties among members, as these groups generate new IP and position themselves as thought leaders.

Our **webinars** continue with high quality speakers who are at the top of their game. This month **Marie Incontrera** tells you **how to Build a TEDX Talk** around your practice.

Our **accelerator labs** provide opportunities for hands-on learning in a small, intimate environment. Two more labs are now scheduled...including a brand new lab from new SAC member **Judy Dang** that will help you **increase your productivity**.

Then, of course, there's our **18th Annual Meeting, October 5-7**. Check out what's in store for you this year...without ever leaving the safety of your office.

Who's done something outstanding this month? Check our **Spotlight on SAC**, which highlights member accomplishments. Do we have yours? Why not!

Finally, nominations for the 3rd annual **Advancing Consulting Awards** close on June 3rd. Tell us who you think should be considered for consultant of the year and for the new creativity and innovation award.

How can we make SAC an even better experience for you? Please reach out and [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 business environment?
- How will savvy consultants promote their businesses in this new world?
- What do clients say about their consulting needs?

**READY
for
REBOUND**



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.](#)

Early Bird Registration is about to expire! [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.

ONLY THREE DAYS LEFT!!

Nominate yourself or a peer.

Who in the community do you believe deserves to be recognized for achievement and innovation? Is this you? Or someone you know?

Nominations are now open for the 3rd Annual Corrie Shanahan Memorial Advancing Consulting Awards.

We're honoring two individuals this year:

- **Consultant of the Year:** Awarded to the consultant who goes

above and beyond, as measured by five specific criteria.

- **The Creativity & Innovation Award:** New this year, this award will honor that consultant who showed the most creativity, developed a high innovation product or service, and opened our eyes to something of which we were not previously aware.

[Hear](#) what previous award winners have to say.

Valuable insights just for applying

Nominees have told us the application process made them look at their business in a different way and provided valuable insights—even if they didn't win.

Awards are open to all SAC members. Nominate someone you feel is worthy—or nominate yourself... but do it soon! Call for nominations is **open through June 3rd** only.

More information on the process, the awards committee, and information on winners from previous years are all found on the [awards page](#) of our website.

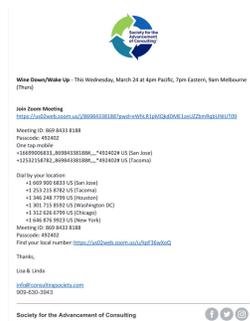


Growth by Association



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.](#)

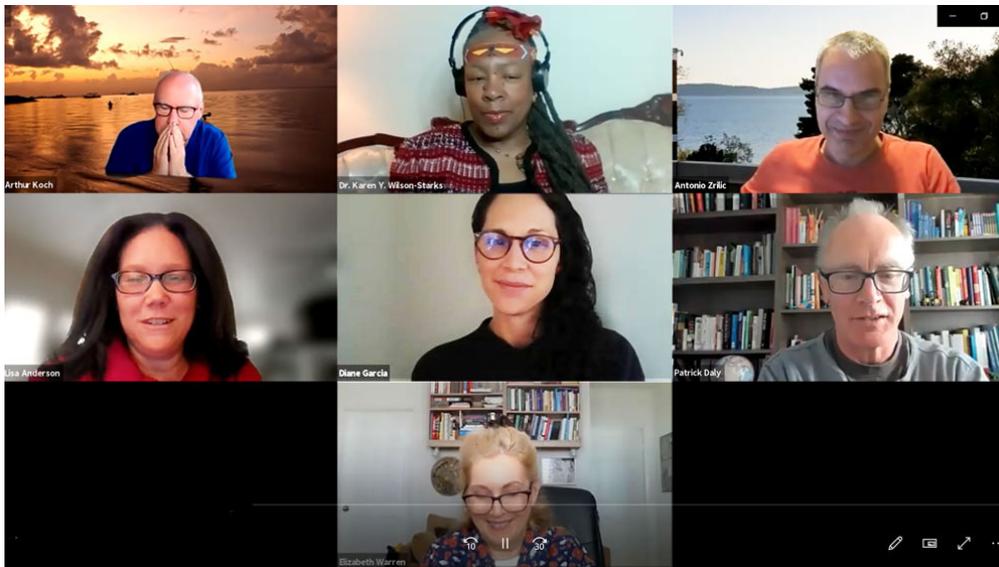
SAC IN PICTURES

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

Facilitate This! Business Accelerator Lab - May 18th



Supply Chain SIG Meeting - May 20th



Liz de Clifford with her SAC cup - Send in your photo today!



Spring Forward: Get the Most out of SAC

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:

- [Update your profile](#). Make sure your profile has the most current information.
- [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](#).” Self-published authors, including ebooks, should also be submitted.
- 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.
- *Coming soon: **Podcast Central***: A listing of podcasts hosted by SAC members.

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: Simma Lieberman

This month we’re profiling Simma Lieberman. [Contact Simma.](#)

Simma Lieberman helps leaders build inclusive cultures that last, from Start-up to Scale. For over 25 years, she has been working with a diversity of clients that include Fortune 500 organizations, government agencies, non-profits, small and medium size businesses and start-ups. She is known for her ability to engage people at every organizational level in building an environment where everyone loves to do their best work.



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

I have been in my field before most people even knew what it was. I have a depth of knowledge and life experiences that most people in my field don't have and I'm always identifying what will come next.

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

Give myself permission to take risks and move through fear. Recognize that I have been in the vanguard in my field.

What do you find most valuable about SAC?

The educational and advancement opportunities provided by the webinars and the willingness of other members to share challenges and 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 @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.](#)

June News Release: Businesses Seeing Rapid Acceleration in Tech Adoption as Pandemic Eases

CLAREMONT, CA— Companies are clearly looking to technology to push their post-pandemic productivity and boost growth—accelerating the adoption of new technology and associated behaviors—according to The Society for the Advancement of Consulting® (SAC).

[Learn more.](#)

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.

New Member Benefit: 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:

Tara Rethore recently published [Charting the Course: CEO Tools to Align Strategy and Operations](#) co-authored with Catherine Langreny. Download the [Digital Press Kit](#).

Each Friday, **Sten Vesterli** publishes new episodes of his podcast [Beneficial Intelligence](#) with stories and pragmatic advice for CIOs, CTOs, and other IT leaders.

[Write Your Book in Flash with Dan Janal](#) was named one of the top 50 podcasts for thought leaders by Thinkers360.com. **Dan** has interviewed many SAC members on his podcast, which just published its 100th episode.

Ann Latham's newest book, [The Power of Clarity: Unleash the True Potential of Workplace Productivity, Confidence, and Empowerment](#) (July 2021, Bloomsbury) does for knowledge workers what lean has done for the factory floor.

Dan Norenberg recently published [Executive Ownership, Creating Highly Effective Leadership Teams](#) (Springer Nature Publishers, Germany), which is the result of Dan's work with over 100 executive and strategic leadership teams and helps senior leadership teams fast-track to success. [NORENBERG'S NINETY SECONDS](#) offers weekly executive coaching insights and tools for leaders who want to play at their best.

Roberta Guise was elected to the national board of the Institute of Management Consultants USA ([IMC USA](#)). Currently President of the Northern California Chapter of IMC USA, Roberta will bring her marketing and reputation expertise to guide the organization's visibility and thought

leadership footprint.

Hamish Mackenzie recently published [*Extraordinary Made Easy: How to make your business stand out with minimum effort.*](#)

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

[Weiss Advice:](#)

BELIEFS, VALUES, AND VISION

I think that leadership of any kind requires that people possess, and can instill, beliefs, values, and vision.



Beliefs are acceptances that something exists and can be proved. You can “believe” in the Loch Ness Monster or UFOs, but you can’t expect others to simply accept your belief. Therefore, we can also challenge beliefs. I believe in the equitability of providing you with value in return for fair and just compensation. However, I don’t believe that Esperanto is a pragmatic attempt at universal language, even if you do. After all, it isn’t used in mass translations, works of literature, or taught in universities.

Values are standards of behavior. A “culture” is merely that set of values which governs, and is manifested in, behaviors we engage in and observe. Value implies worth. Our values may be different on many things (you value isolation and I don’t) but should be synergistic on societal issues, such as preventing crime or educating children.

Vision is about imagining a future with innovation and creativity and wisdom. It is usually a “moving target” toward which we direct our trajectory for a better life for ourselves and others.

If you have beliefs and values that are discernable and articulated, but no vision, no wind is a good wind. You’re lost at sea.

If you have values and vision but no beliefs you have no steering with which to maneuver.

If you have vision and beliefs but no values, you have no gyroscope to keep you upright and on course.

Your values, beliefs, and vision do not have to be congruent with mine. But they need to be in the same ballpark. That’s why I’ve never consulted with organizations engaged in secret layoffs, or trying to move money away from tax authorities, or which treat their employees poorly. The same applies to us. I wouldn’t work with a consultant who’s clearly just chasing money, or happy to take shortcuts that lower quality, or who inflates expenses.

What image are you projecting when you first meet prospects, walk out on a stage, or conduct a meeting? I remember a client who had a meeting that ended early and invited his people to go with him to Disneyland which was nearby without telling his boss, instead of returning to the office. They invited me along.

I caught a plane and went home. I didn’t believe what he was doing was right.

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

Upcoming SAC Events

June 16

Marie Incontrera: Building a TEDx Talk Around Your Consulting Practice

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

[More info.](#)

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.](#)

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)

Early Bird Pricing through June 15th

[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.

Society for the Advancement of Consulting

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