



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

Summertime and the Consulting is Easy

It's June! The start of summer in the Northern Hemisphere, the end of the school year, and the time when many associations, events, and programs take a break.

But smart consultants know this can be a terrific time to plant new seeds to harvest new business in the future. Clients need us more than ever now.

At SAC, we were thrilled to get such a great response to our request for input on defining SAC 3.0. We'll be using our summer to put together a framework for the next generation of SAC and we'd love to have you be part of the discussion. If you're interested let us know—still time to join the fun, which will start in June.

Meanwhile, we have four outstanding events for you this month!

On June 21st, **Strategic Alliances guru Norma Watenpaugh** will tell us what our clients need to know to be effective at strategic partnering in this month's Best Practice webinar.

Our European contingent is gathering in **Amsterdam** on June 24th. If you're around and would like to attend, reach out to [Hamish](#) or [Patrick](#) for more details.

Want to build a TED talk that rocks? Check out our **PRACTICUM webinar** on June 28th with **Amy Segami**, a SAC consulting award winner and long-time TED organizer.

Finally, come join us for our monthly **Wine Down** on June 30th. This is your chance to catch up with your SAC colleagues. Come join us and tell us what's on your mind.

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

Linda and Lisa



IMPORTANT ANNUAL MEETING UPDATE

October 11-13, 2022

Global virtual event

Mark your calendars for this year's virtual Annual Meeting, **October 11-13, 2022**. More details to come soon!

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.](#)



Norma Watenpaugh

Best Practices Webinar: What Your Clients Should Know About Partnering and Strategic Alliances – Norma Watenpaugh - June 21st

Consulting Advisory firm E&Y tagged the ecosystem as #1 CEO Imperative to accelerate growth, innovation and business resiliency. If so many of the largest and most successful companies have massive partner ecosystems, why do you still have to justify why it's so important to invest in partnering and strategic alliances?

Silicon Valley veteran Norma Watenpaugh, of Phoenix Consulting Group and a global leader in alliance strategy and implementation, will explain how to effectively tell the story about the value and power of partnering to your clients and colleagues. Norma will cover the fundamentals (which you might already know), but frame them in the language that senior leaders understand and in the context they care about:

- What exactly is a partner ecosystem?
- How do partners drive revenue growth, market share, and innovation?
- How does an ecosystem enable you to scale the organization and boost market valuation?
- What are the various categories of partners? And how does each type fit within the customer experience?
- What success factors are crucial to get partnering right?
- What investments are needed to succeed?

Join us as we build the business case for partnering.

One-hour webinar; FREE for SAC members.

[More info and to register.](#)

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

SAC Europe Meetup in Amsterdam June 24th

All day event with SAC members in Amsterdam.

It's about time: SAC Europe is meeting face-to-face in Amsterdam on Friday June 24th! Join us as we discuss how to adapt our practices to the "never normal" world in which we now find ourselves.

There's also an option to meet for dinner at least once and maybe even twice! Exact timings and locations will be confirmed nearer the time. Contact [Hamish Mackenzie](#) or [Patrick Daly](#) for more details.



PRACTICUM Webinar: Creating a TED Talk: The Process, Production, and Performance
- Amy Lee Segami - June 28th



Your TED Talk provides credibility and visibility globally. As a thought leader, this is a great way to spread your ideas worldwide. The best place to start is a community-based TEDx event. However, not all TEDx events are created equal. This webinar will give you the tools you need to create an effective thought leadership piece by crafting and producing an outstanding TED Talk.

Session goals and takeaways:

- Pitch your TED Talk effectively
- Craft your TED Talk professionally
- Deliver your TED Talk successfully

This webinar is created specifically for consultants. Once you register to attend, you will have an opportunity to submit questions in advance.

One-hour webinar; FREE for SAC members.

[More info and to register.](#)

WE WANT YOUR INPUT!

Help us define SAC 3.0. Brainstorming meetings will kick off this month. If you haven't signed up to join our team, there's still time. Let us know by June 15th.

SAC IN PICTURES

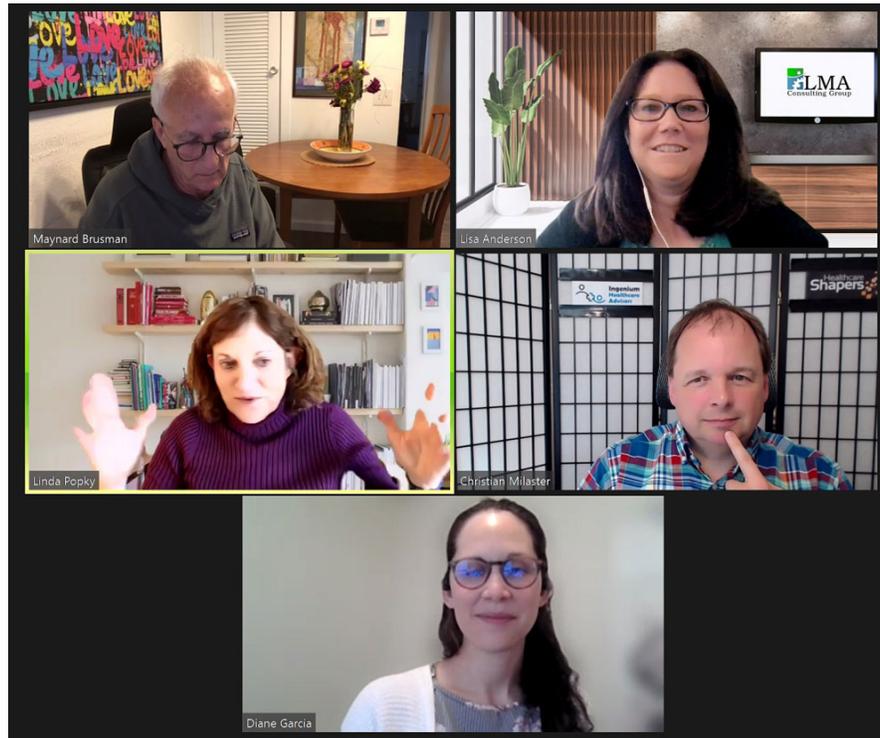
Have photos of a SAC event? [Send them](#) to us and we'll share them with the community!

SAC Coaching SIG - May 3rd



SAC Supply Chain SIG - May 11th





Meet Our Members: Judy Dang

This month we're profiling Judy Dang. [Contact Judy.](#)

Judy Dang is a productivity coach for solopreneurs who want to get out of the Crazy Busy trap. She helps them declutter their to-do list and reduce their mental load so they can focus on what's most important.

Judy's book **Perfect Enough** will be published by New Degree Press in September 2022.



Judy Dang

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

I start with compassion, then productivity. Clients breathe a sigh of relief when I tell them to do LESS, not more.

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

Charge more! It's about the value in the eye of the client. Christian Milaster recently mentored me on this.

What do you find most valuable about SAC?

One-on-one connections. I've developed relationships with several folks because we share the same desire for deeper connections on a human level first, business second. Looking at you Sophie Boutelegier, Vanessa Khan, Steven Hunt, and Mark Wolf.

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

June Press Release: Profitable Growth Still Possible in Inflationary Times

CLAREMONT, CA—Maintaining profitable growth is still possible today in spite of rising inflation, and there are many ways to achieve it, according to The Society for the Advancement of Consulting® (SAC). These include better asset utilization, using trust to accelerate innovation, creating meaningful work, streamlining, as well as investing in sales.

[Read 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 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's our list of member accomplishments for this month:

Judy Dang was selected by the [Small Business Administration's T.H.R.I.V.E.](#) program to teach one of eight modules in an executive training series for small business owners. Judy will provide training on how to be an effective leader.

Mark D Wolf, known as the Sustainability Career Coach, has been named to Columbia University's Career Coaches Network. Columbia Career Coaches Network serves hundreds of thousands of Columbia Alumni.

World Class Logistics Consulting, Inc. (WCL Consulting) a supply chain advisory firm founded in 1985 by **Jon DeCesare**, announced it is expanding its Third-Party Logistics Industry practice specializing in 3PL Outsourcing Partnership Excellence, 3PL Acquisitions Operations Due Diligence and 3PL Market Dynamics Competitive Assessment solutions.

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](#).

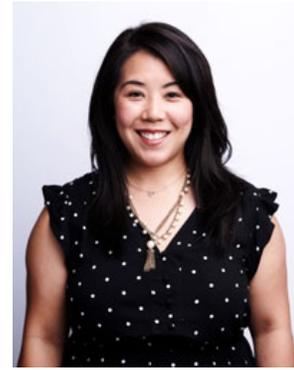


SPECIAL SAC DISCOUNT ON BOOK MARKETING SERVICES

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:

TEMPUS FUGIT

Do you know that the Tyrannosaurus Rex lived closer to our period today than to the first dinosaurs?

I was born 76 years ago, in 1946. Seventy-six years prior to that was the year 1870, five years after the conclusion of the Civil War, the time of the death of Charles Dickens, and one year prior to the Great Chicago Fire. (Try this with *your* birthday.)



The internet became commonly used in the 1990s, or about 35 years ago. That means both that many adults today never knew a world without it, but also that about 37% of the current population was getting along pretty well without it prior.

Over the next two decades, more than 27.7 million people will join the 50-and-over age group. *Most of the increase, however, will be among the population aged 65 and over, projected to surge by 65 percent by 2030.* In addition to their growing presence, the older population will be more racially and ethnically diverse.

The “oddball effect” means that things you learn currently stay with you longer than things you learned a long time ago. Hence, time seems to be flying by more quickly as you get older because more stuff is familiar to you.

Basically, there is no time like the present. So decide what you really value doing, personally and professionally, and “make time” for it. “Making time” means to allocate your time in your best interests, meeting your highest priorities.

Tempus fugit or forget it.

© Alan Weiss 2022

Alan Weiss announces:

Mentor Summit: The Mentor Summit will be in the Hilton Marco Island for 2 days, with an optional third morning. There will be some presenters from the community, at least five people inducted into the Mentor Hall of Fame® and a cocktail party I will host. Partners are welcome, as are people from outside the community you may want to invite.

For people in my community: \$300 is the expense offset for the two days (I still subsidize all this, of course), "cash" only, not cards, on my site: <https://alanweiss.com/store/quick-pay/> This is non-refundable and not credited for any reason. Make up your mind to go and put the date aside. (I will make full refunds in the event I can't be there and/or the government or health authorities prohibit the meeting.)

For partners and people outside my community: \$500. ("Outside my community" means you've

never been coached by me, mentored by a Master Mentor, or attended a real or virtual event of mine. Buying my books doesn't count!)

Oh, yes, the third morning: That will be a special session with me called "The Uncomfortable Truth" in which I'll discuss each participant's business model and show how to improve it immediately, but will be unsparing in what you're doing wrong or not doing at all. The fee is \$1,000 for anyone to attend, a partner can attend for no extra charge. If no one shows up, I'll be at the beach.

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

June 10

SPC Virtual Networking (Society of Professional Consultants)

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

[Register here](#).

June 15

SPC Virtual Workshop: Getting Our Clients to Implement Our Recommendations with Gina

Abudi. SAC members encouraged to attend. No charge. 6pm PT / 3pm ET [Register here](#).

June 21

Norma Watenpaugh: What Your Clients Should Know About Partnering and Strategic Alliances

SAC Best Practices Webinar; 11am PT.

[More info](#).

June 24

SAC Europe - Amsterdam

Details to follow. All day event. Organizer: [Hamish Mackenzie](#)

June 28

Amy Lee Segami: Creating a TED Talk

PRACTICUM Webinar; 11am PT.

[More info](#).

June 30

SAC Wine Down / Wake Up Meetup

5pm Pacific, 8pm Eastern, 10am Melbourne (Weds)

Contact info@consultingsociety.com

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

September 15

Andrew Winig: Introduce Yourself (in 30 Seconds)

Business Accelerator Lab; 11am-12:30pm 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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