



Newsletter of the Society for the Advancement of Consulting® - March 2019

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.

Spring Forward

After a long winter throughout most of the Northern Hemisphere, we're all looking forward to spring! And SAC will be springing forward with gusto this season with a great set of both virtual and in-person events. Check out what's happening this month:

The **Pacific Rim SAC group** holds its inaugural event next Monday, March 4th in Melbourne, Australia with an outstanding panel of global consultants. [More information.](#)

Want to build a seven figure coaching and consulting practice? Best selling author **Dorie Clark** and top coach **Alisa Cohn** tackle this topic on March 13th @ 11am on our next [Best Practices Webinar](#).

We have limited seats available for our **San Francisco event** on March 27th. [Register now.](#)

Simma Lieberman, our Northern California Ambassador, is coordinating the first event in our new **Business Accelerator Lab** series in May. This will be a hands-on experience where you'll learn from SAC Executive Director Linda Popky how to create content that drives your business in today's environment easier and faster. [More information.](#)

Our May 29th **Boston event** will be here before you know it. Last chance for Early Bird pricing! [Register now.](#)

Are you planning to join us in New York in November for our Annual Meeting? We are trying to manage space requirements. If you think you will be *likely* to attend the Annual Meeting November 5 and 6 in New York City, please [let us know](#).

Check out our new improved, [event calendar](#), based on member feedback.

Finally, we'd like to thank **Sarah Levitt** for all her hard work as our Southeastern US ambassador for the past year. Sarah will be transitioning off our ambassador team this month and **Art Koch** will be taking over the ambassador duties for this region. [Meet Art.](#)

The latest Weiss Advice is below. Looking forward to seeing you online next week...or in San Francisco, Washington, DC, or Boston in the next several months.

Lisa and Linda



San Francisco: March 27, 2019

Last chance to [Join us](#) in San Francisco on March 27, 2019 at the Crowne Plaza San Francisco Airport in Burlingame, CA. Alan Weiss will speak in the morning, with three powerful sessions in the afternoon:

- *Take Control of Your Business: How to Have the Courage to Succeed* – Soulaïma Gourani, Tradeconductor.Com
- *When Less is More: The Power of Advisory Work vs. Hands-On Consulting* – Robbie Kellman Baxter, Peninsula Strategies
- *Ready, Set, Launch! What Clients Expect From Consultants* – Jennifer LeBlanc, ThinkResults Marketing, and a panel of clients from Intel, Nektar, and Act One Healthcare

Co-sponsored by IMC, Watermark, and Women in Consulting

Boston: May 29, 2019

[Join us](#) at the Embassy Suites in Waltham, MA on May 29, 2019. Alan Weiss will speak in the morning, with another three powerful sessions in the afternoon:

- *Getting Better Results: Using Influence Based Negotiation to Build Your Consulting Business* – Eric Bloom, IT Management and Leadership Institute
- *The Perfect Pivot: How to Reach New Heights by Rethinking Your Business* – Christie Lindor, Slalom Consulting
- *Published! A Look at Publishing Alternatives for Consultants* – featuring Roberta Matuson of Matuson Consulting, Rita Allen of Rita B. Allen Associates, and Juliette Mayers, of Inspiration Zone LLC, and moderated by SAC Executive Director Linda Popky

Co-sponsored by SPC, IMC, and The Boston Club

SAC members can attend both of these events at a low member rate, while members of Partner organizations will receive a discount from regular prices. **Last chance for early bird pricing for Boston.** [Learn more.](#)

SAC members will also receive a 20% discount on Alan's event, *The Workshop Workshop*, to be held in San Francisco on the following day, March 28th. [Learn more.](#)

Meet Our Members: Joanne Irving

Welcome to our new feature, where we spotlight a different SAC member every month. This month's star is Joanne Irving.

Located in the Washington, DC area, Dr. Joanne Irving helps senior executives improve business outcomes and their quality of life by bringing out the best in themselves and the people around them. As a psychologist, she's worked with influential leaders from a wide variety of organizations, including the World Bank, the International Monetary Fund, and the White House. Her corporate clients have included executives from AARP, Atlantic Health Systems, Johnson & Johnson, Microsoft, Pfizer, and Sutter Health.



We asked Joanne 3 quick questions:

What differentiates you from others in your field?

I help my clients achieve results by discovering and utilizing their previously untapped inner resources, and by navigating around the inner obstacles that get in the way of them achieving their goals.

What have you learned about business you with your younger self would have known?

That marketing is as essential as learning professional skills.

What do you find most valuable about SAC?

The opportunity to interact with other professionals who are at the top of their game, and to continue to learn from them informally and more formally through the webinars.

Want to Be Featured?

Then you need to complete your profile on the SAC website! How will people find you if you're not on the site? 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.](#)

New! Improved Event Calendar Now Available

In response to member feedback, we've upgraded the event calendar on our website. You can now browse through events by month. Each event can also be easily added directly to your calendar with a single click. [Check it out.](#)

New Benefit! Buffer Social Media Management Platform

Buffer makes it easy for businesses and marketing teams to schedule posts, analyze performance, and manage all their accounts in one place. Buffer is offering SAC members the opportunity to double their free trial.

[Learn more](#) about these offers and other SAC member discounts.

What Discounts Would You Like To See?

We continue to search for discounts and benefits that we think will be of use to SAC members. Is there a business service or product you'd like to see added to the list? [Let us know.](#)

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.](#)

March 10th 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: *How can organizations drive more disruptive, yet effective, innovation?*

*****IMPORTANT: NEW, EASY TO USE, SUBMITTAL PROCESS*****

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 March 10th**. Please remember to check your grammar and provide your name with attribution!

Weiss Advice:

HOW TO ESCAPE MISERY



Today: How to escape misery. That's right. I'm going to help you very quickly, very rapidly escape misery. So listen, if one or more of these apply to you, here's how you escape.

Number 1, stop internalizing and personalizing everybody else's problems. There's a word for that and it's called *neuroses*. Other people have problems and they are responsible for solving them. Believing that you are somehow the one who has to take on the burden is ridiculous. Let them have the responsibility. By all means, support them. But don't think it's your internal problem or challenge to do so.

Next, forgive yourself. That's right, you deserve to be happy. Start giving yourself a break. You forgive others, right? Why not forgive yourself. The person we least forgive is the person in the mirror. So stop suffering, stop holding long and deep grudges, stop treating yourself like you ought to be beaten down. You're not unworthy. So stop telling yourself you are.

Next, stop isolating yourself. Don't avoid contact. You need a support system. It might be loved ones. It might be family. It might be friends. It might be colleagues. It might be people at work or people at clients or people in trade associations or people in the community or people at the coffee shop. Don't allow yourself to be isolated. Don't reject help that's offered. I'm not talking about unsolicited feedback. I am talking about honest to goodness offers of support.

Next, stop trying to please everybody. We spend a whole lot of time trying to make sure everybody else is pleased with us. Don't compromise your standards. It's okay if some people are pissed off. "*What did he say?*" Yes, I said it. It's all right. Your personal value doesn't depend on acceptance of others. Your personal value depends upon self-mastery. That is, how do you feel about yourself.

Next, stop comparing yourself with others. You're your own person. So speaking of self-mastery, be ipsative not normative. In other words, who you are according to you. Stop looking at others as your standard. Stop looking at others as the person who is your avatar. A lot of those people have feet of clay. A lot of those people are before congressional hearings right now or they're indicted for fraud. Please stop worrying about it and just be yourself.

Next, live for the moment. Don't look back in nostalgia and don't look forward in anticipation, look around and enjoy yourself. Today is today; it won't come again. Nor will this minute. And so, enjoy yourself in the moment. That's what self-actualization is all about. Don't be afraid to relish where you are right now. Don't feel guilty about that. Enjoy yourself. Connected with that, don't dwell on past mistakes and failures. I've got news for you, you can't undo them. In fact, the best thing you can do is learn from them. But then, move on. Stop focusing on things you can no longer change. It's astounding how many people spend time focused on things they have no power in the world to change. Making yourself miserable doesn't help others you've made miserable in the past, trust me.

Next, try to stay positive and oriented towards solutions and new levels of performance. Don't be negative. Don't always look at problems. I talk to people who sigh after every other sentence.

That's right, "{sigh} Well, I guess I'll get more money today." Oh that's too bad, sorry to hear it. For goodness sakes, remain positive. Self-talk is real talk. Talk to yourself positively and look at your surroundings positively. Believe me, it could be worse.

Next, don't allow yourself to be controlled by others or by circumstances. We've touched on this a little to this point. But it's too easy in a world that is trying every day to make you into something else to fall victim to that. So don't allow yourself to be controlled. Don't worry about what the advertisements say you should be wearing. Don't worry about what unsolicited feedback tells you about your behavior or your speaking or your interactions. Don't allow yourself to be controlled by

others unless you respect their opinion and unless you solicit it.

Next, take on involvement and responsibility. People who take on accountabilities are better off. The best people I meet on committees, on boards, on task forces are those who stand out in a crowd and chair something, or head something, or take a risk. Try things new. You'll be successful. You'll get increased satisfaction. But don't sit around avoiding involvement, avoiding responsibility. The world is not like that. Step out in the crowd. Get into the limelight.

Two more. First, set realistic expectations for yourself. If you want to lose weight, if you want to get in shape, fine. But telling yourself to lose 35 pounds in 2 months is ridiculous. On the other hand, signing up for a gym and promising to go 3 times a week is probably pretty achievable. Don't set unrealistic goals. Don't tell yourself you're going to make a million dollars one year from now. If you do, great! Listen, I'm not against having all the confidence in the world. But it's much better to say, "Someday, in the meanwhile, I'm going to double my present income from \$200,000 to \$400,000." So don't set unrealistic expectations. Set expectations and achievements that you're likely to hit.

Finally, base your worth on things that you believe in. Don't base your worth on externals. Not external feedback. Not the way you look. Not what you do. That is not your job title. Not the possessions you have. Love yourself unconditionally. Don't base your worth on things to be pointed to. Now that comes from someone who wrote *Million Dollar Consulting*, and I am well aware of that. But I also know who I am. You have to know you're a good person. You have to believe that you're a good person. And if you do, the world will look a lot better because you're a good person.

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

Upcoming SAC Events

March 4

Regional Event: Best Practices in Building a Thriving Consulting Business

Clifton Warren and Evan Bulmer. [More info.](#)

Melbourne, Australia

March 8

Partner Event: SPC Lunchtime Meetup.

1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA 01803. [More info.](#)

March 11

Partner Event: SPC / WEST Dinner Meeting. 7 Habits of Effective Networkers.

6:00 p.m. to 8:30 p.m. Constant Contact Headquarters, 1601 Trapelo Road, Waltham, MA 02451.

[More info.](#)

March 11

Partner Event: Women in Consulting: Opt-in Forms and Landing Pages Can Make or Break Your Marketing. South Bay Satellite. 11:30am-1pm PST. [More info.](#)

March 12

Partner Event: Women in Consulting: Networking Luncheon, Peninsula Satellite. 12 - 1:30pm PST.

[More info.](#)

March 13

Partner Event: Women in Consulting: More Clients, Less Marketing: How to Create More Leads and Income by Doing LESS. Monthly Event: Webinar, 1pm PST. [More info.](#)

March 13

Dorie Clark and Alisa Cohn—How to Build a 7-Figure Consulting & Coaching Practice

SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

March 27

SAC One-Day Regional Event in San Francisco Bay Area with Alan Weiss

[More info and to register.](#)

April 5

Marshall Goldsmith - Stakeholder Centered Coaching: Maximize Your Impact as a Coach
SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

April 8

Partner Event: Women in Consulting: **Managing Your Time Before It Manages You**, South Bay Satellite. 11:30am - 1pm PST. [More info.](#)

April 10-12

Million Dollar Consulting Convention
Washington, DC – *See us at the MDCC!* [More info.](#)

April 12

Partner Event: SPC Lunchtime Meetup.
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA 01803. [More info.](#)

April 24

Chicago Area Local Get-Together
[Contact Praveen](#) for more info.

May 4

Business Accelerator Lab: Write Now: How to Create Content That Drives Your Business in Today's Environment - with Linda Popky
San Francisco Bay Area (Oakland); 11 am PT/ 2pm ET. [More info.](#)

May 15

Dan Weedon - Navigating the Insurance Maze: A Consultant's Guide
SAC PRACTICUM Webinar Series; 10 am PT/ 1pm ET. No charge for members. [More info.](#)

May 29

SAC One-Day Regional Event in Boston, MA with Alan Weiss
[More info and to register.](#)

June 11

Robin Farmanfarman—The Thought Leader Formula: *How to Strategically Leverage Your Expertise to Drive Business & Career Goals*
SAC Best Practices Webinar Series; 11 am PT/ 2pm ET. No charge for members. [More info.](#)

November 5 and 6

SAC Annual Meeting in New York City
[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 - 909-630-3943 - info@consultingsociety.com

