



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

Marching into the Rebound

This month marks three years since Alan Weiss handed us the reins for SAC. What a journey it's been! We're excited about what we've been able to accomplish for our members, but we're not content to stop here.

Together, we've ridden the wave of a flourishing economy and navigated the choppy waters of a global pandemic. Now, we're ready to march into the rebound.

To that end, we want to make sure you're aware of a few key items:

- Our theme this spring is **Be Virtually Outstanding**. We have a series of programs to help you lead the best virtual events possible. Our regional event on April 13th will help you plan virtual programs that are both engaging and effective. See below for more details. [Register today!](#)
- This will be followed by [Robbie Samuels](#)'s Best Practices Webinar on **No Bad Zoom**.
- This year's [Annual Meeting](#) will again be virtual. We're building on what went well last year and focusing on a more engaging, interactive experience. See below.
- On March 3rd, [Peter Winick](#) will follow his popular Annual Meeting presentation with more information on **Building Thought Leadership**. You don't need to have attended Peter's prior session to benefit from this webinar. Free to SAC members.
- On March 16th, **SAC Europe** hosts social media expert **Lisa Larter** in a session guaranteed to be informative and well worth your time. Free to SAC members. [More information.](#)

Our SIGs are off and running. [Check out the website](#) to see what's going on with these groups.

We're glad to have you along with us for the ride. What else can we do to make SAC an even better experience for you? Please reach out and [let us know!](#)

Linda and Lisa

SAC EUROPE ONLINE EVENT - MARCH 16th

Our SAC colleague, **Lisa Larter**, CEO and founder of the Lisa Larter Group, will discuss Digital Media Strategy for Solo Consultants. You will learn how to develop an outline digital marketing plan for your business.

This event is free to SAC members worldwide; there is a \$25 fee for non-members.

[More information and to register.](#)



BE VIRTUALLY OUTSTANDING! VIRTUAL REGIONAL MEETING: April 13th

One year into the pandemic, we're all struggling with yet more virtual meetings.

But your meetings can be different. Learn how to easily amuse, entertain, and engage your audience in a virtual format. Find out proven ways to structure an effective working meeting, such as a strategy session, in this virtual environment.



Robert Strong

Andrew Hollo

Join us on **April 13th** for a different kind of virtual event. We guarantee you will be both entertained and enlightened with presentations by comedian and magician **Robert Strong**, and our 2019 Advancing Consulting Award Winner **Andrew Hollo**. Robert will show us how to stand out with today's virtual technology, while Andrew will share his secrets for running strategy sessions in this environment that are as effective as those we're used to in the pre-COVID in-person meeting days.

Best of all, you can enjoy this session from wherever you are in the world. If you can't make it live, the recording will be available for viewing at your convenience afterwards.

The Low Early Bird rate expires March 15th. [Register now.](#)

2021 ANNUAL MEETING: Better than Ever

We got great reviews on last year's virtual annual meeting, but we're putting together an even better virtual event this year.

READY
for
REBOUND



Growth by Association

Here's what's new:

- Three shorter days with staggering starting times each day for different geographies
- More time for networking between sessions
- More interactivity within sessions
- More breakout sessions, including a focus on Special Interest Groups (SIGs)

Plus all of your favorites from last year will be back:

- Keynote by SAC Founder Alan Weiss
- Client panels from different geographies
- Birds of a Feather sessions
- Presentations by outside experts and members of the SAC community
- Presentation of the 3rd Annual Corrie Shanahan Memorial Advancing Consulting Awards

And all of this comes to you in the convenience of your own location. No need to travel or manage COVID protocols. You can even attend all sessions maskless!

Look at [last year's agenda](#) to give you an idea of the quality of presenters you can expect for this

event.

[Sign up now](#) to get the low Early Bird registration event. Partners and non-members are welcome to attend as well, at higher fees.

We'll return to New York City in October 2022.

NEW EVENT REMINDERS

We've just instituted a new system to remind you of upcoming meetings and events. Look for these emails coming this month.

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.](#)

ACCELERATE THIS!

Our [Business Accelerator Labs](#) have been well-received. Join us for one of the upcoming sessions:

March 16: **Be Known** – Lisa Anderson

April 20: **Facilitate This** – Mark D. Wolf

[Register now.](#)

SAC IN PICTURES

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

SAC Awards Committee Meeting - February 3, 2021



SAC Technology SIG - February 2, 2021



SAC Non-profit SIG - February 4, 2021



Start the New Year Right: 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](#)”
- 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: Hugh Blane

This month we're profiling Hugh Blane. [Contact Hugh.](#)

Hugh Blane doesn't claim to know everything about your business. He does claim however to know more than anyone about converting human potential into accelerated business results – that's why his clients call him the Talent Alchemist. His consulting firm, Claris Consulting, is retained by clients such as Microsoft, Sony Pictures, Stanford University, Providence Health Systems, Nordstrom and Pepperdine University.



Hugh is the author of *7 Principles of Transformational Leadership*: create a mindset of passion, innovation and growth and his work with executives and entrepreneurs centers on converting human potential into accelerated results.

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

One of the things that differentiate me is that I am a six-time serial entrepreneur. I invested in, have been a partner in, or have purchased six different businesses. I bring operational expertise and a hands-on, roll up your sleeves entrepreneurial mindset to my work. That means my work is not theoretical or intellectual. It's rooted in the practical and real-world of growing and operating a business.

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

That one is easy for me. I wish I had learned not to be afraid of failure as much as I have been. In my entrepreneurship, even though I was a risk-taker in setting up and running a business, I still had a fear of failure. I didn't take as many risks as I wish I could have or should have. This has cost me millions of dollars and has led me to live with too much fear and anxiety.

What do you find most valuable about SAC?

I enjoy the learning labs as well as the camaraderie and collaboration with my fellow members. As a SIG member, we cross-pollinate ideas, share stories of success and failure, and learn from one another in an accelerated manner. Quite frankly, I can't imagine a higher return on investment than being a member of SAC.

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.](#)

March 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 do you have for businesses in regards to global activities in 2021? Will there be more or less opportunities for global business this year?*

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 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.

Weiss Advice:

IT'S ABOUT MINDSET

Assuming this publication hits on March 1, in two days I'll be 75. It's hard for me to believe, but here I am, very healthy, thank God, and on top of my game. I have four books coming out in 2021 (I urge you to read *Legacy*, releasing on March 18 (you can preorder and gain bonuses here: alanweiss.com/legacy). I'm also introducing an online learning course, rescheduling live events, and have vacations planned for July and August.



I love what I do. I work about 20 hours a week. You may think, well, "Good for you, but I'm much younger and don't have your brand." But the point is, it's not about brand, it's about *mindset*.

My default mindset is optimism and "winning." I don't win them all, but I win more than most people, and my attitude is consistently positive. I had my first Covid vaccine shot, I'll have my second in about ten days from now. I can't eradicate the disease, but I took precautions and now I'm being vaccinated. I do as much as is in my control to do.

Hence you should be thinking about seizing control and not ceding it. About shamelessly promoting your value because you can help people (not because you're trying to take money from them). Humility is about understanding others' worth, not undermining your own.

On March 9 I'm running a Zoom session which will be recorded: Questions I've Never Been Asked. It's self-interview covering issues that I've never been asked in the thousands of interviews I've agreed to do over the years. You can sign up here: alanweiss.com/growth-experiences/questions-asked/. It's \$1,300, but I'll give SAC members a \$300 discount, and you can watch this globally at your leisure. It's three hours, nine to noon US eastern time if you want to attend live and ask me questions during the session (or by email after it).

I've shamelessly promoted two significant experiences here, my new book and the workshop. That's because they both have tremendous value to you, I'm proud of them, and you'll be far better off having participated.

You have to have the courage of your talent. And that's Weiss Advice for my birthday month.

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

Upcoming SAC Events

March 3

Peter Winick: Thought Leadership

SAC Best Practices Webinar; 10am PT. No charge for members.

[More info.](#)

March 16

Lisa Anderson: Get Known

SAC Business Accelerator Lab (via Zoom); 12pm PT (2.5 hours)

[More info.](#)

March 16

Lisa Larter: Digital Media Strategy for Solo Consultants
SAC Europe Online Event (via Zoom); 1:30 GMT (1 hour)
[More info.](#)

March 24

SAC Wine Down / Wake Up Meeting
(via Zoom); 4pm PST (1 hour)
[More info.](#)

April 7

Charmaine McClarie: Working Effectively with Clients in the C-Suite
SAC Best Practices Webinar; 12pm PT. No charge for members.
[More info.](#)

April 13

SAC Regional Event: Be Virtually Outstanding: Take Your Virtual Practice to the Next Level
[More info.](#)

April 20

Mark D. Wolf: Facilitate This: How to Uplevel Virtual Meetings and Workshops
SAC Business Accelerator Lab (via Zoom); 12pm PT (2.5 hours)
[More info.](#)

May 13

Robbie Samuels: No Room for Bad Zoom
SAC Best Practices Webinar; 11am PT. No charge for members.
[More info.](#)

Mark your calendar!

Webinars are included in your SAC membership. [Join or renew](#) your membership now.

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