



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

### Spring Loaded

If you're like most of us in the Northern Hemisphere, you're eager to see spring arrive. Warmer temperatures, longer days, flowers, blooming—and hopefully, less COVID among us. Spring seems to bring a sense of renewal, and this year we seem to need that more than ever.

What steps are you taking to bring that sense of renewal to your consulting practice? Despite the distressing news from Ukraine, the business environment is thriving. Yes, there are supply chain disruptions and mass employee defections in some industries, but that means our clients need us more than ever!

Are you ready? Check out the three events SAC is hosting this month.

Our next **Wine Down** is tomorrow, **March 2nd** at 4pm PT. Catch up with your colleagues in an informal networking setting. We never know where the discussion will take us. Come join us and see. Check your mail for log in information.

The final segment of our *So You Want to Be A Consultant* webinar series will be Wednesday **March 17th**—St. Patrick's Day! How fitting that wealth management expert **Phil Symchych** will share his thoughts on **how to set profitable fees**—so we can all generate more green! This session is free to all but everyone (including SAC members!) must register in advance. Missed a session? See below for how to access the recordings.

Finally, **Russell Trahan's PRACTICUM webinar** *Cut the Crop and Harvest Publicity You Can Use*, rescheduled from last year, ends the month on March 30<sup>th</sup>. Hear Russell's insights on how to get the national name recognition you deserve. See below for details.

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

Linda and Lisa

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### AWARDS NOMINATION PROCESS OPEN NOW MARCH 1 – APRIL 30

**NOMINATIONS FOR THE 4TH ANNUAL CORRIE SHANAHAN MEMORIAL ADVANCING CONSULTING AWARDS ARE NOW OPEN.**

Know someone who you believe qualifies for these awards?

Interested in nominating yourself? Complete the nomination forms available [here](#). More information about the award process, as well as interviews with previous award winners, is already available on our website.

Hear what one of last year's winners has to say:



Growth by Association

**ADVANCING  
CONSULTING**  
2022



## 2022 ANNUAL MEETING: YOUR INPUT NEEDED

For the last two years, our annual meeting has been held virtually. This year, we are hoping to be able to hold the meeting live in New York City on October 11th and 12th, with livestreaming for those who aren't able to physically make it to the event.



**But we need your help.** We know it's early and things may change, but it would be helpful to know if conditions remain as they are today, whether or not you are likely to attend the annual meeting live on those days in New York or via livestream.

Answer our [quick survey here](#) and you'll be entered in a contest to win a free admission to this year's meeting (your choice—live or livestream). But hurry! To be eligible to win, **we must have your response by March 9th.**

## NEW WEBINAR SERIES: So You Want to Be a Consultant - Everything you wanted to know but weren't sure who to ask.



One reason why there are so many jobs open at senior levels in corporations is because seasoned professionals have decided they've had enough of the corporate world. These folks may be "retiring," but that doesn't mean they're going out to pasture. Expect to see many of these people decide to try to build a consulting practice.

What makes the difference in who will be successful? Knowing how to network, to differentiate yourself with marketing, and how to set profitable fees. We'll cover each of these topics and more in our new webinar series.

**Final session! Register now!**

**March 17: Setting Profitable Fees**—Phil Symchych, President of SME Business Wealth Corporation

This session is open to all at no charge. However, everyone (including SAC members) must register in advance to get the Zoom access codes.

Missed a session? Catch the replays [here](#).

## IMPORTANT: MEMBERSHIP RENEWAL INFORMATION...

**To renew (and 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.](#)

## PRACTICUM Webinar: Cut the Crop and Harvest Publicity You Can Use - Russell Trahan - March 30th

In this presentation you will learn how to:

- Fertilize your target market to grow them and develop new ones
- Sow the right seeds in the right fields to build media relationships
- Not just sit on the silo and sigh, but bust out and build a barn of national name recognition



**About the Speaker:**

Russell Trahan, author of [Sell Yourself Without Saying a Word](#), has more than 25 years in the public relations field. He started his career working with Chamber of Commerce and Downtown Business Associations coordinating their marketing, public relations, and event management. Gathering experience at a top 10 market radio station, Russell then returned to the non-profit sector. After a tenure with the Walt Disney Company, he joined [PR/PR](#). Russell was educated at a liberal-arts college in Southern Oregon and attended the Institute for Organizational Management at Stanford University.

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.

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## SAC IN PICTURES

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

## SAC Supply Chain SIG - February 16th



SAC Non-Profit SIG - February 3rd



SAC Supply Chain SIG Panel (Europe/NA) - February 22nd



SAC Supply Chain SIG Panel (Pac Rim/NA) - February 23rd



## Meet Our Members: Lisa A. Bing

This month we're profiling Lisa Bing. [Contact Lisa.](#)

**Lisa A. Bing** is a seasoned consultant who is known for producing immediate productivity gains and providing strategic insight. As a professional executive coach and skilled corporate team builder, Lisa works with corporate and non-profit executives who want to extend their influence, develop collaborative environments, and implement profitable leadership strategies.

As the head of Bing Consulting Group, Inc., the Brooklyn-born entrepreneur has over 20 years experience and has attracted clients that include Verizon, Deutsche Bank, The Federal Reserve, Proctor & Gamble, American Cancer Society, The Brooklyn Public Library, HSBC, Health Plus and Preferred Health Partners.



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

I have a unique combination of business savvy and training in adult learning principles. Clients say they find this very valuable. Not only do I help them see new options for solving problems and identifying new opportunities, but I also provide practical, concrete steps for improving and elevating their businesses and nonprofits.

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

It would've been extraordinarily helpful to realize that my super power lies in my unique perspectives. I would not have become as discouraged when I was rejected by those committed to conventional ideas and approaches. Now, I'm comfortable knowing that I'm best suited to work with forward looking, self-confident, risk-embracing executives and leaders.

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

I appreciate that SAC is a supportive group of international colleagues representing a variety of expertise, industry knowledge and backgrounds. I also value the generosity of the SAC community—the willingness to share individual gifts with others, whether a webinar or one-on-one—is special. It's not hyperbole for me to say that I've made friends through my involvement with SAC.

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**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 password, go to the Member Login and ask for a password reset. Any questions? [Contact us.](#)

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## March 16th 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 can businesses take to better manage their workforce in the time of the Great Resignation?**

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 16th**. 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.

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## 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:



**Steve Markman**, Founder & President of Markman Speaker Management, LLC, was recently quoted in a Forbes article, [3 Keys To Hiring An Effective Corporate Keynote Speaker \(forbes.com\)](#)

**Patton McDowell** recently published [Your Path to Nonprofit Leadership: Seven Keys to Advancing Your Career in the Philanthropic Sector](#)

**Rebecca Morgan**, President of [Fulcrum ConsultingWorks](#) in Cleveland Ohio, is the featured speaker for [The Center For Free Enterprise on Friday March 18, 2022](#). She will be discussing her latest book, *Manufacturing Mastery: The Path to Building Successful and Enduring Manufacturing Businesses*.

**Pam Harper**, founding partner & CEO of Business Advancement Inc., recently spoke at TEDx LakeShoreDriveWomen (Chicago) on the topic: "[Change the Game to Lead for Tomorrow](#)." Pam's TEDx talk leverages insights from a variety of sources, including her corporate career with companies experiencing extraordinary growth and change; 20+ years as an independent consultant and advisor to visionary CEOs, C-Suite executives and Corporate Directors; her book [Preventing Strategic Gridlock®](#), her podcast [Growth Igniters® Radio](#) (now in its 8th year), and her keynote [How Growth Igniters® Lead for Tomorrow Starting Today](#).

Pam's TEDx event was led, curated, and organized by **Amy Segami**, President and Managing Principal of [Segami Studios and Consulting](#). Amy is an engineer turned award-winning artist, speaker and entrepreneur. Amy is also one of the first winners of the SAC Corrie Shanahan Memorial Advancing Consulting Award.

**Dan Janal** served as book coach and developmental editor for two books that have just been published:

[Inspire Your People: An Empowering Guide on Leadership from the Heart](#) by Dr. Fouad Alame  
[The Big Man Bible: Live Life Large & In Charge](#) by Ryan Carrillo

## 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](#).

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### Weiss Advice:

#### TARGETING VISION.

**Raison D'être:** Why are you here? What is your business or personal mission in life?

**Environment:** What is your environment and potential scope of activities? Is it local, regional, national, international, cosmic? Do you anticipate placid or turbulent times? What is the *zeitgeist*?

**Social Citizenship:** What role will you play in the polity, as a corporate citizen, as a contributor to the well-being of others? Will you distribute wealth besides merely generating it? How will your environment become a better place with your help?

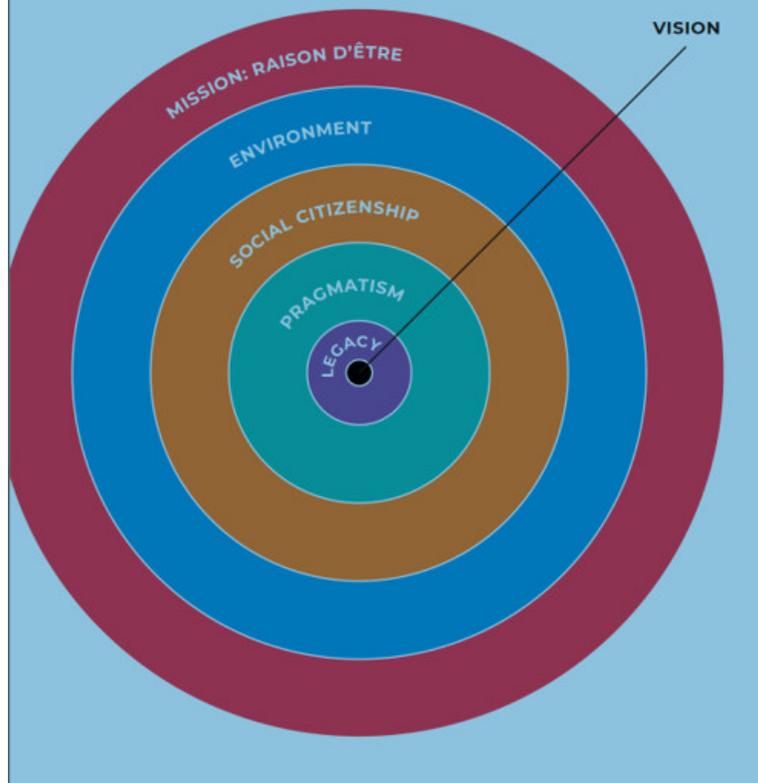
**Pragmatism:** While stretching and dreaming, what are realistic aspirations? We can't flap our wings and fly, but we can create innovation, new ways of doing business, and uniquely different relationships.

**Legacy:** How do we want to be seen and regarded? Every day, what is our actual contribution and what do we envision that it will be as it evolves?

**Vision:** A mental image of the sum and synergy total of the prior factors, instantiated so that everyone involved can commit to the benefits and accept responsibility for the journey.



# TARGETING VISION



© Alan Weiss 2022

Join me in Dallas for a [full day of Role Playing](#) your most important interactions.

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

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## 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](#).

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## Upcoming SAC Events

**March 2**

**SAC Wine Down/Wake Up Meetup**

4pm PT.

**March 11**

**SPC Virtual Networking** (Society of Professional Consultants)

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

[Register here](#).

**March 16**

**SPC Virtual Workshop:** Standing Out Above the Noise: Building a Consulting Practice that Gets Attention in the Post-Pandemic World with Linda Popky.

SAC members encouraged to attend. No charge. 6pm PT / 3pm ET

[Register here](#).

**March 17**

**Phil Symchych: Setting Profitable Fees**

SAC So You Want to be a Consultant Webinar; 11am PT.

[More info.](#)

**March 30**

**Russell Trahan: Cut the Crop and Harvest Publicity You Can Use**

PRACTICUM Webinar; 11am PT.

[More info.](#)

**April 7**

**Susan RoAne: How to Work a Room Redux: Making Lasting Connections in Today's Post-Pandemic World**

SAC Best Practices Webinar; 11am PT.

[More info.](#)

**May 24**

**Denise Brosseau: Thought Leadership**

SAC Best Practices Webinar; 11am PT.

[More info.](#)

**June 21**

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

SAC Best Practices Webinar; 11am PT.

[More info.](#)

**June 28**

**Amy Lee Segami: Creating a TED Talk**

PRACTICUM Webinar; 11am PT.

[More info.](#)

***Mark your calendar!***

*Webinars are included in your SAC membership. **Join or renew** your membership now.*

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