



Newsletter of the Society for the Advancement of Consulting® - March 2023

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.

In Search of Purpose

Does our work have meaning? What can we do to bring more purpose to our practices, and to our lives?

As we come out of the pandemic, more and more people are asking these questions.

Some people are reinventing their businesses. Some are taking steps to grow into new markets. Others have decided it's time to downsize. Yet the issue remains: many of us (and many of our clients!) are searching for purpose in this next phase.

Growing Your Business On Purpose is the theme of our first **Mega Master Mind** event in June in New York City. This in-person small group event will be focused on helping you explore how you might evolve your business to be more purpose-driven. We'll have a series of exercises and group discussions to identify how to develop a mindset that will lead to a more successful, more profitable practice—and help your clients, too. Space is limited and rates go up soon. See below for more information.

At SAC, our purpose is to provide members a path to growth through association. And, boy, do we have a great set of programs coming up for you.

We've got **Ask the Expert** sessions on effectively using **PR**, becoming a more effective **speaker**, and building **more engaging and productive virtual events**. See below for more information.

Podcasting is hot! You won't want to miss our April event on **Using Podcasting to Build Your Business**.

Plus we've got an ongoing set of **SIGs**, our monthly **Wine Down/Wake Up** get-together sessions, and our new **Coffee Connection** meetings.

Check out some or all of these upcoming events and let us help you grow!

Questions? Comments? We always love to hear from you. Please feel free to [reach out to us](#) with thoughts, questions, comments, or just to connect with us to say hi.

Lisa and Linda

IMPORTANT: MEMBERSHIP RENEWAL INFORMATION...

If your credit card is up to date, your membership will be renewed automatically each year for the following 12-month period—unless you notify us that you choose to cancel.

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.](#)

In-Person Mega Mastermind Series Launches in June! Growing Your Business On Purpose

Has your purpose changed over the last few years? Are you searching to understand how to grow your business and stay sane in this unsettling business environment? Would you like to get input from best-in-breed top consultants?



The focus of our June Mega Mastermind series will be **Growing Your Business On Purpose**. We'll have focused exercises, a special guest speaker, and the opportunity for interactive discussions, role plays, and time to really get to know your fellow SAC members.

This is your opportunity to brainstorm with colleagues, bring potential ideas and new programs for review, deepen relationships with fellow SAC members, and develop collaborative partnerships. Maintain the momentum with quarterly Zoom follow-up sessions.

Are there SAC members with whom you'd like to engage in more in-depth discussions? We'll help you build your own mini-cohort for breakouts, if you'd like.

Our program will include breakout sessions built around your specific input. If you'd like, we'll help you build your own mini-cohort for breakouts. This may include people with a specialty like yours (such as members of a SIG), or just individuals with whom you'd like to spend more time in person. When you and your colleagues register, tell us you'd like to be in the same connection group and we'll do our best to make it happen.

June 6/7 in New York City (Hyatt Centric Wall Street),
Early Bird Price: \$1175* Sign up by March 31st.

*Includes breakfast + lunch on both days

[Learn more and register.](#)

The more the merrier. Discounts available for more than one member from a firm, or for attending both sessions. [Contact us](#) for more information.

Fall session: November 15/16 in San Diego (Westgate Hotel)

PR: Who Needs It?

Ask the Expert with Kathleen McEntee

March 14 11:00AM PT

Kathleen McEntee is a marketing expert and founder of [Kathleen McEntee and Associates, Ltd.](#) known for her straight talk and practical approach to business opportunities and challenges. With 30 years' experience, she has managed through upswings, downturns, evolutions and derailments to deliver consistent results in marketing and business development for Fortune 100, private and entrepreneurial organizations.



Come to this session with your public relations questions and challenges!

This is an interactive Zoom event. Come prepared to be on camera and participate in the discussion. It's free for members, however **registration is required**.

[Register now!](#)

Growing Your Business with Podcasting Interactive Best Practices with Toby Goodman

April 13 9:00AM PT

Fresh from his talk at the world's largest podcast conference, Podcast Movement in Las Vegas, Toby will show you the three ways you can get more of your prize clients using your podcast in 2023 and beyond.



This is an interactive Zoom event. Come prepared to be on camera and participate in the discussion. It's free for members, however **registration is required**.

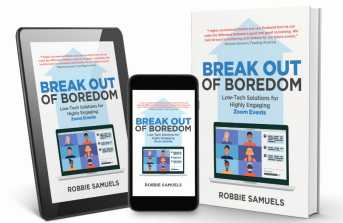
[Register now!](#)

Book Club: *Break Out of Boredom: Low-Tech Solutions for Highly Engaging Zoom Events*

Ask the Expert with Robbie Samuels

June 22 10:00AM PT

On June 22nd, SAC's Ask the Expert is in a new format! Come join us for a **Book Club** featuring **Robbie Samuels**, author of *Break Out of Boredom: Low-Tech Solutions for Highly Engaging Zoom Events*.



If virtual programming is part of your business model as a speaker, coach, or course creator, you can't afford to use skills and settings stuck in 2020. The problem is that basic skills are not enough to stand out as a top-notch virtual presenter. You don't need a high-tech recording studio with a green screen, hair light (that's a real thing), and fancy software to level up your Zoom game. Focus on improving your technique rather than your technology.

Robbie shares how to use the latest features and online facilitation techniques to structure your events, so everyone feels *welcomed* instead of merely *invited*. You'll learn how to use purpose-first design to create sessions that move participants from inspiration to action.

Break Out of Boredom is chock full of strategies, checklists, and step-by-step guides. Break away from the pack with this indispensable guide to creating engaging and productive virtual events.

Read the book now, so you're ready to ask Robbie questions on June 22. Robbie is offering people who sign up for his launch team a package of bonuses as a thank you for committing to write a review. Sign up here: www.robbiesamuels.com/SAC.

This is an interactive Zoom event. Come prepared to be on camera and participate in the discussion. It's free for members, however **registration is required**.

[Register now!](#)

SAC Coffee Connection Monthly Speed Networking Opportunity

We heard you! You told us you'd like to get to know your fellow SAC members in more detail. We're thrilled to introduce the **SAC Coffee Connection** to facilitate mini-

networking sessions with other SAC members.

Each month, we'll offer several time slots to sign up to network in small groups (typically two to three people). These will be informal virtual meetings to allow you to get to know your fellow SAC members better, find areas of common interest, and provide mutual value.



Sign up for the time slot that works best for you and we'll match you with SAC members for a **45-minute coffee connection**. **March dates are now available** - [register today!](#)

Bring your own coffee and donuts!

From the Webinar Archives

Creating Compelling Content

Content is a critical component for effective customer acquisition and retention. It is also a reflection of you and your brand. This means that creating good content, and lots of it, is an imperative for your business. In this webinar, **Val Swisher** talks about the five dimensions of good content. You'll create more compelling content, more quickly. You'll spend less time creating content and more time working with your clients.

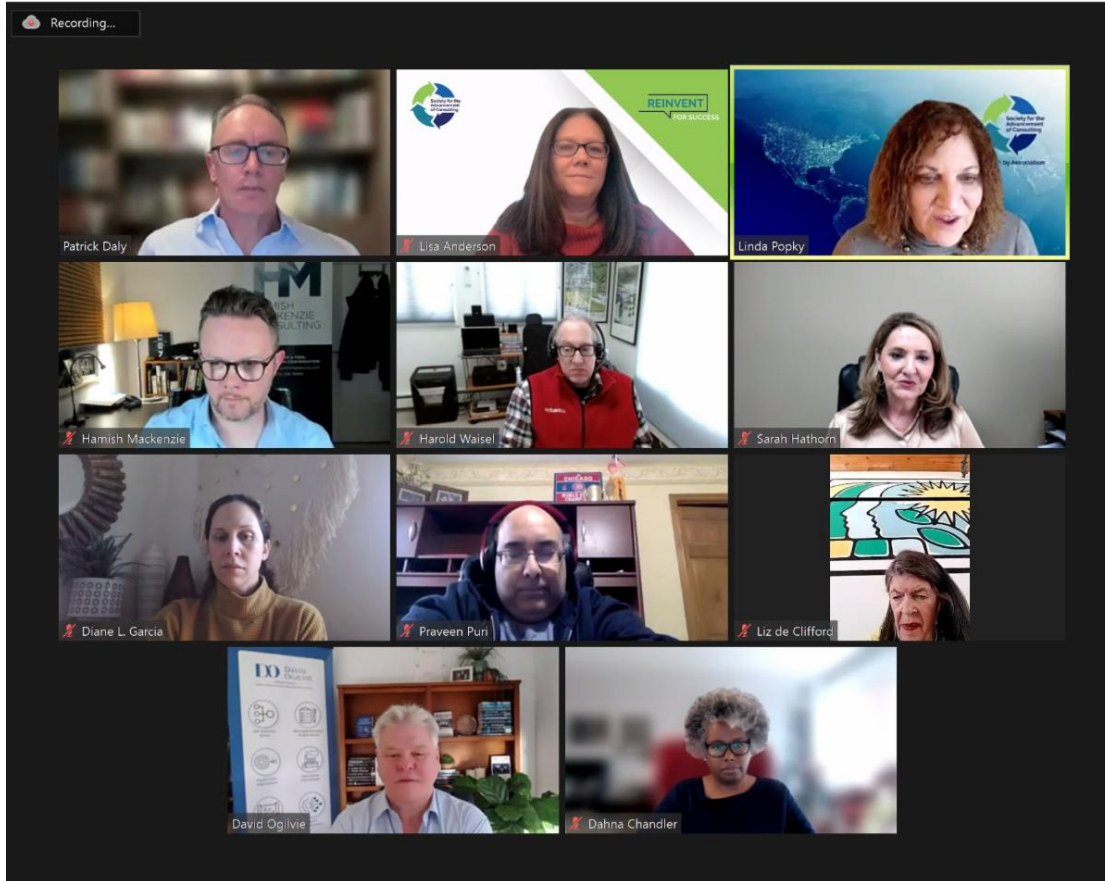
If you missed the live event, check out the recording [in the archives](#). You must use your member login for access.



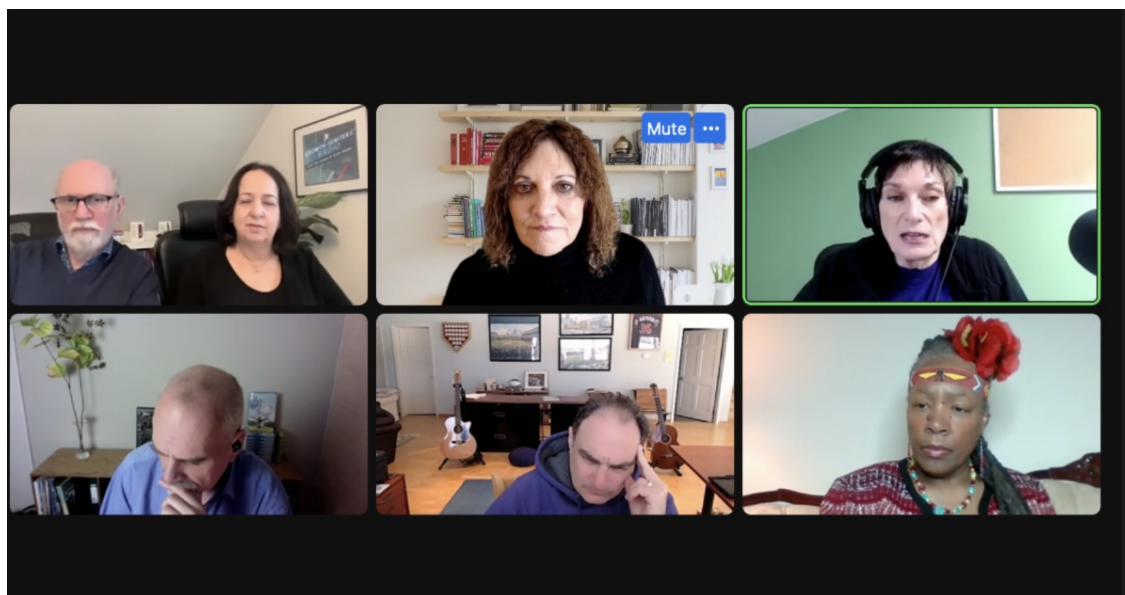
SAC IN PICTURES

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

Ask the Expert - February 7, 2023



Podcast SIG - February 13, 2023



SAC Wine Down / Wake Up - February 21, 2023



Meet Our Members: Harold Waisel

This month we're profiling Harold Waisel. [Contact Harold.](#)

Harold Waisel helps companies formulate business and business-aligned IT strategies. His focus is on creating an organizational profile, helping you define your strategic goals, understanding your most important work processes, ensuring that technology is aligned with those processes, and developing metrics to help you manage your business.



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

As a consultant, I always like to think there are many areas that differentiate me from others in my field, so this question made me think really hard. I have a good mix of both technical and business understanding which allows me to explain technology concepts and downstream impacts in plain English. Clients appreciate this, especially in a world where we are limited to bullet points and 30-second sound bites. My most recent client in the payments industry asked me to communicate with their clients (major banks) because I was able to clearly explain the plans for a major data center consolidation project and answer their questions about timing, impacts, and support.

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

Don't be afraid to ask questions, especially the simple ones. In almost every case when I ask "why is that important" (even if I think I know it is), it leads to a broad discussion that allows everyone to understand why we are heading down a solid path, or it stimulates some other questions about both better and poorer alternatives. As consultants, we have the benefit of being objective observers who are not confined by organizational politics and drama. We are getting paid to make things better for our clients, and these simple questions improve client buy-in.

What do you find most valuable about SAC?

I've been a member for several years, and admittedly did not initially take advantage of everything the organization has to offer. However, when SAC started the SIGs (Special Interest Groups), I became involved with the Technology SIG. While there, I found a group of extremely

intelligent, thoughtful, and successful consultants with a wide range of experiences that I could learn from and also contribute my own experiences to. That interaction remains extremely valuable to me. More recently, I have been working my way through Alan Weiss' Million Dollar Consulting video course. As someone who is visual, this is a great supplement to his books and is providing a refresher on what it takes to be a top consultant.

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.](#)

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: How should organizations integrate AI tools like Chatbot GPT into their operations? What are the implications of this advanced technology in the workplace?

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.

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 are our member accomplishments for this month:

Lisa Anderson has introduced another supply chain resource eBook! *SIOPI: Creating Predictable Revenue & EBITDA Growth* discusses the SIOPI process (Sales, Inventory, Operations, Planning) and how this is Key to Supply Chain Success. The SIOPI process engages a proven methodology of integrating data, demand, supply, and communication to affect an exceptional customer experience that drives growth. The book is complimentary on the LMA Website at: <https://www.lma-consultinggroup.com/siop-book> It can also be found on Amazon digitally and on-demand print at SIOPI at [amazon.com](https://www.amazon.com).

Rod Cherkas recently published [The Chief Customer Officer Playbook: 8 Strategies that will Accelerate your Career and Win you a Seat at the Executive Table](#). It has quickly become an Amazon Best Seller. He worked with two SAC members [Dan Janal](#) (Developmental Editor) and [Lisa Larter](#) (Marketing and Website Design) who were fabulous partners to Rod throughout the process.

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

SAC Members Join Million Dollar Consulting® Hall of Fame



Congratulations to Sarah Hathorn and Christian Muntean, two of the newest members of the Alan Weiss Million Dollar Consulting Hall of Fame.

Sarah and Christian join over 40 other SAC members who share this honor. You're in great company at SAC!

[Learn more here.](#)



Weiss Advice: Remote Benefits

You need to face the fact that there is a dramatic decrease in business travel these days *and* a commensurate decline in travel for professional development.

The COVID experience produced some trends which turned out to have permanence in terms of their utility: take-out food, even in high end restaurants; government registrations (licenses, tax payments) made electronically; remote therapy; publications and catalogs going digital.

Producing remote learning and development is even more attractive and valuable (and high fee) because:

- You avoid losing a day or more in traveling.
- You avoid the TSA “guilty until proved innocent.”
- Your plane can't be late and your luggage can't be lost.
- You can get a lot more done if you never leave home.
- Expenses (reimbursed and non-reimbursed) are hugely reduced.
- You will probably stay healthier.

I regularly run Zoom sessions with participant fees of \$12,000 to \$15,000 and individual coaching programs which run from \$4,500 to \$25,000. You have to allow yourself to understand that these are *more valuable* than being with people in person for the reasons above.

You need to change your worldview to one of advisory help on a remote basis. This was once the exception, but now it's the mainstream. It's not just the realm of those with powerful brands, *because the buyer sees this as a huge benefit.*

Think about reorganizing your offerings and, for those of you familiar with my work, your Accelerant Curve. Your “vault items” should now largely be remote.

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NOTE FROM ALAN...

Alan Weiss's Coaching Confidential Newsletter™: Sign up to receive my unique, monthly, highly targeted newsletter which contains inventive coaching methodology, case studies, and strange experiences in the coaching trade! I've coached thousands of business executives and



entrepreneurs globally: <https://alanweiss.com/growth-experiences/coaching-confidential/>

SENTIENT STRATEGY, my new book, will be released in March. It's a revolutionary approach being facilitated by over 70 people in five countries. Here's how you can reserve advanced copies of the book **and gain bonuses** for doing so: <https://alanweiss.com/sentient-strategy-book/>

Next Sentient certification: March 6-7, 5-8 pm US eastern time.

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

Follow Us On Social Media. We're Following You!

[Connect with us on LinkedIn.](#)

Upcoming SAC Events

March 2

Non Profit SIG Meeting

2:00PM PT

[Join a Special Interest Group](#)

March 7

Coaching SIG Meeting

1:00PM PT

[Join a Special Interest Group](#)

March 10

SPC Virtual Networking

1:30PM ET No charge - SAC members encouraged to attend.

[Register here.](#)

March 13

Podcast SIG Meeting

11:00AM PT

[Join a Special Interest Group](#)

March 14

EVENT: Kathleen McEntee: PR - Who Needs It?

Ask the Expert; 11:00am PT

[More info & register.](#)

March 15

SPC Virtual Workshop: How to Find Your "Hell Yeah!" Value Proposition

3:00PM ET No charge - SAC members encouraged to attend.

[Register here.](#)

March 22

Professional Speaking SIG Meeting

12:00PM PT

[Join a Special Interest Group](#)

March 27

Supply Chain SIG Meeting

12:00PM PT

[Join a Special Interest Group](#)

March 28

Technology SIG Meeting

1:00PM PT

[Join a Special Interest Group](#)

April 13

EVENT: Toby Goodman: Growing Your Business with Podcasting

Interactive Best Practices; 9:00am PT

[More info & register.](#)

April 18

EVENT: SAC Wine Down / Wake Up

3:00pm PT

[More info.](#)

May 16

EVENT: Steve Markman: Grow Your Speaking

Ask the Expert; 11:00am PT

[More info & register.](#)

June 6 - 7

EVENT: Mega Mastermind in New York City

[More info & register.](#)

June 22

EVENT: Robbie Samuels: Book Club: *Break Out of Boredom: Low-Tech Solutions for Highly Engaging Zoom Events*

Ask the Expert; 10:00am PT

[More info & register.](#)

November 15-16

EVENT: Mega Mastermind in San Diego

[More info & register.](#)

Mark your calendar!

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

Society for the Advancement of Consulting

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