



## Newsletter of the Society for the Advancement of Consulting® - May 2018

*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.*

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### We're Off And Running!

We're thrilled about the extremely positive reception to the relaunch of SAC last month. It was exciting to be at the 4<sup>th</sup> Annual Million Dollar Consulting Convention® in Boston two weeks ago and to see so many of you in person.

Dozens of people have already taken advantage of **our one-time-only special promotional pricing**. If you weren't at the convention, you're still in luck! The deadline to join, rejoin, or extend your membership for 12 months for only \$195 is May 11. **Do this now!** Prices will never be this low again. For those of you outside North America, take advantage of our new **International Membership** option. [More information.](#)

We're also really looking forward to **our first regional SAC event** on May 31<sup>st</sup> in Charlotte, NC: *Spring into Summer with the Rockstar of Consulting: Alan Weiss*. This event, cosponsored by NSA Carolinas, is a unique opportunity to preview Alan's new IP, which he'll be sharing later at major workshops in London and Adelaide. Member price is only \$79 for the day; \$119 for non-members. Be sure to invite your colleagues who are consultants, coaches or other professional services providers. [More information.](#)

Be sure to join us on Wed May 9<sup>th</sup> at 10am PT/1pm ET when **positioning expert Mark Levy kicks off our Best Practices Webinar Series**. Mark will be telling us how to talk about our consulting businesses so people care. Can't make the live event? No problem. Webinars, which are included in your SAC membership, will be archived on a members-only section of the website. [More information.](#)

Look for more regional events coming in the next few months, as well as partnerships with local consulting groups, additional discounts on goods and services, and more.

Remember: SAC is *your* organization. We are always open to hearing from you with comments and suggestions for how to improve the SAC experience.

The latest Weiss Advice is below. Enjoy!

Lisa and Linda

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### How Can We Improve SAC for You?

What SAC benefits are most important to you? What would you like to see added in the future? Give

us your advice. [Take survey.](#)

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## Show Us Your Face...

...and tell us all about you! Complete your member profile on our new website to introduce yourself to the group—and to the world. We'll be promoting SAC through many channels, including Twitter, LinkedIn, Facebook, and others, and we want those coming to our site to be able to learn all about *you*.

You should have received login information when you recently joined or renewed your membership. If you don't have this, [contact us](#) and we'll get this to you.

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## SAC in Print Debuts

Our members are quite prolific! We've added a [page](#) to the Resources section that highlights books published by our members. [Add yours](#) here.

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## Follow Us On Twitter - We're Following You!

Our twitter handle is @consultingasn. 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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## Reminder: May 15th 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:** *The economy is booming! Are you seeing this growth with your clients? What recommendations do you have for companies as it relates to growth?*

Please send input of less than 150 words formatted into 2-3 paragraphs in the same format as the prior releases no later than May 15th to Lisa Anderson, [landerson@lma-consultinggroup.com](mailto:landerson@lma-consultinggroup.com). Please remember to check your grammar and provide your name with attribution!

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## [Weiss Advice:](#)

### WHAT'S IN IT FOR ME?

This question is not as mercenary as it may sound. It's a legitimate question if you're asked, for example:

- To serve on a board
- To provide *pro bono* work
- To extend a payment due date
- To informally coach someone
- To spend more time at a client site



"What's in it for you" might be a sense of accomplishment, or pleasure, or simply a willingness to have helped out—it needn't be monetary. But too often we're guided by other values.

### PTP and PTH

The Propensity to Please (PTP) means that we take on obligations for the wrong reasons: We don't

want to be disliked. No matter how much the request is *not* in our best interests (a demand on our time, lowering a standard, traveling more than required) we accept it in order to please someone else. Later on, we'll complain mightily about the imposition, but it's far too late to get out of it.

The Propensity to Help (PTH) is a distorted moral sense that if we can help, we should help. That means that we do our child's homework while the child plays with a video game; we engage in failure work as a result of a co-worker's repeated errors; we sacrifice our own objectives in order to help someone else meet theirs (at our expense). That satisfaction from having helped neither lasts very long nor creates much real appreciation.

## What About Me?

If you simply ask (or demand) what you receive from the transaction you might be able to modify it so that it's win/win (I'll do this for you if you sit next to me and learn how and never ask me to help you again) or refuse it without guilt.

I've found that asking people, "What are your ideas about this?" stops them from simply asking for your solution. It's also remarkably effective to simply say, "No, I can't. It's your accountability, not mine." Or, "I can't help you, I've already committed to my limit on contributions and *pro bono* work."

I call this "healthy selfishness," and it's implemented through the silent question, "What's in it for me?" Helping someone out may give you a sense of pride and satisfaction, but not if it's weekly. Volunteering for the charity event may be rewarding, but not if you're the only one who's on time and doing the work.

Don't be afraid or ashamed to ask what's in it for you. When we don't, we wind up with a great deal of our time being wasted on others instead of invested in ourselves.

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

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## Upcoming SAC Events

**May 9, 2018**

**Mark Levy: How To Talk About Your Consulting Business, So That People Care**

SAC Best Practices Webinar Series; 10 am PT/ 1pm ET. No charge for members. [More info.](#)

**May 31, 2018**

**Spring Into Summer With Alan Weiss: the Rockstar of Consulting - Charlotte, NC**

SAC Regional Event; \$79 for members; \$119 for non-members. Limited openings still available.

[Register now.](#)

**June 5, 2018**

**Alan Weiss: What in the World is Going on? How Recent Trends in Business May Impact Your Consulting Practice**

SAC Best Practices Webinar Series; 10 am PT/ 1pm ET. No charge for members.

**August 21, 2018**

**Lisa Larter: Supersize Your Business With Social Media**

SAC Best Practices Webinar Series; 10 am PT/ 1pm ET. No charge for members.

**Oct 3-4, 2018**

**Annual Meeting in NYC.** - Two full days of high-value presentations. No charge for members.

[Register now.](#)

*Mark your calendar!*

## Society for the Advancement of Consulting

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