



Newsletter of the Society for the Advancement of Consulting® - May 2020

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.

Full Zoom Ahead

The world may all be working from home, but that doesn't stop us from keeping busy. If you're like the two of us, you're probably using Zoom more than any other tech tool these days. We won't ask if you're wearing pants!

With all the virtual activities available today, we want to make sure you have access to resources and material that can help you effectively manage your business through this crazy situation.

While we believe the deaths and severe illnesses caused by the COVID-19 situation are certainly tragic, we want to remind you that as consultants we have a responsibility to help our clients and prospects emerge from this pandemic in the best position possible.

To that end, here's what we have put together for you:

- Our **Thriving Through Ambiguity** webinar series continues this month with two sessions, including one from our founder Alan Weiss. If you missed any of the previous sessions, they're available on archive. See below.
- We published a new COVID-19 resources **e-Book** last month, based on member contributions.
- Our ambassadors have started running a series of **Meetups** to give members the opportunity to connect and chat.
- We've started a new virtual **Wine Down-Wake Up** get-together (depending where you are in the world). Look for details on future events.
- There's a **virtual European event** on May 7th, focusing on crisis recovery for you and your clients. See below for more information.
- Ready to publish a book? You won't want to miss [Tanya Hall's PRACTICUM webinar](#) on May 12.
- Want to use this time to create new content? Sign up for [Linda Popky's interactive workshop WRITE NOW](#) on June 11th.

We want to remind you now is the time to help select two outstanding consultants to receive this year's **Advancing Consulting Awards**. If you know someone who should be nominated (which could include yourself!), please complete the form this month. Details below.

There's still time left on our **special offer** to those who'd like to **join the SAC community**. We'll also be making a donation for every membership renewal we receive between now and May 15th. See below.

Finally, we hope you are all doing what you need to in order to keep you and your families both safe and sane. Let us know how SAC can help you during this challenging time.

Linda and Lisa

Thriving Through Ambiguity Webinars

The Thriving Through Ambiguity webinars have been well received. There are 2 webinars scheduled in May, plus all the existing webinars are available in our archives.

- May 4: **Thriving Through Ambiguity**—Alan Weiss*
- May 14: **Tools and Tips for Promoting Yourself Without Ever Leaving Your Desk**—Jeff Skipper

Archived webinars (please login to the SAC website to access these):

- Build a Forever Transaction
- Marketing and Networking in the New Virtual World
- Maximizing Effectiveness When Working Remotely
- Looking Virtually Good
- Make Your Video Calls More Professional
- Making the Most of Your Money in Chaotic Times

[More information](#)

*You MUST pre-register for Alan's webinar [here](#).

There's no charge to SAC members for any of these webinars. Non-members can purchase the [Alan Weiss webinar directly](#) from Alan; the other sessions are available at the special price of \$79 for the package of seven.

NOMINATIONS NOW OPEN: Corrie Shanahan Memorial Advancing Consulting Awards

Nominations are now being accepted for the second annual Advancing Consulting Awards. These awards are presented annually to two SAC members (an established independent consultant and an emerging independent consultant) who have done the most to advance the profession in the previous year.

Learn more about the awards [here](#).

Know someone who should be considered? [Nominate](#) your proposed candidates now. Or nominate yourself by [applying here](#).

Nominations close on June 2, 2020. The award will be presented at the Annual Meeting in October.

Learn about the award criteria in this video.

THRIVING THROUGH AMBIGUITY



Growth by Association

**ADVANCING
CONSULTING**
2020



Chicago Zoom Meetup - April 28th



Coming Up Soon: Crisis Recovery for You and Your Clients - May 7th

Our European ambassadors, **Patrick Daly** and **Hamish Mackenzie**, are holding a virtual workshop on May 7th focusing on how you can help your clients emerge from this pandemic. How will things be different moving forward? **Becky Morgan** will discuss operations, while **Colleen Francis** will speak on sales and marketing.

This event will be held on Thursday May 7th, 3pm to 6pm CET, including a 20-minute break). That's 9am EDT/6am PDT. If you can't make this live, register anyway to get access to the recording afterward.

[Register now.](#)

Two Weeks Left: Special Offer on SAC Membership

We want to reach out to other consultants who could use SAC to be more productive and profitable during this tough time.

We're making a special offer to new members. Between now and May 15th, **we will waive the application fee and offer a reduced price for first year membership.**

For every new membership or renewal we receive during this



time, we will make a **donation to a food bank** to help those less fortunate who are now struggling.

Please tell your friends and colleagues. [More information here.](#)

IMPORTANT UPDATE: Annual Meeting 2020

Since the theme of this year's annual meeting is **Thriving Through Ambiguity**, it's probably fitting to tell you the situation right now is somewhat ambiguous.

One thing is certain: We are committed to holding the annual meeting on October 20 and 21st. We are currently holding space at the Andaz Wall Street in New York City for those dates, and we remain in close contact with the hotel to monitor the situation as it progresses.

We will move forward with the event in-person in New York City ONLY if it is both safe and feasible to do so. Not only will we need the OK from local authorities for meetings to be held, but the hotel must also be able to accommodate whatever social distancing guidelines are required, and air travel to/from New York City must return to a reasonable level for cross-country travel at least 60 days prior to the event.

Given all this, we are developing Plan B, which will be a virtual event on those days featuring the same top speakers we would have in New York—brought to you in the safety of your own WFH space. The good news about this alternative is it would allow more people to attend, since no travel is required.

We hope to have an updated status next month. Thanks for your patience.

Special Interest Groups: Supply Chain, Healthcare, Non-Profit

We've had great interest in our new Supply Chain SIG and a request for SIGs for healthcare/life sciences and non-profit area. The goal is to bring SAC members with similar areas of focus together to connect, brainstorm, and share resources. If you are interested in joining any of these groups, [sign up here.](#)

SAC Publishes COVID-19 Resource Book

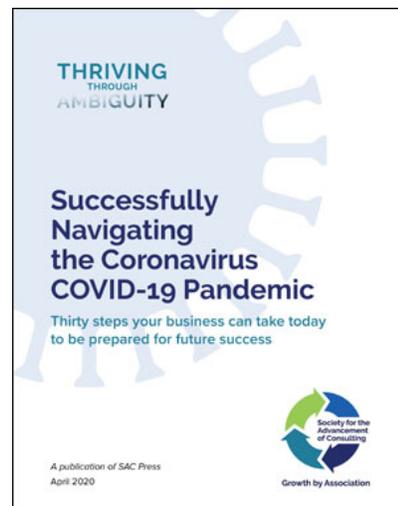
The response to our request for newsletter submissions on helping businesses navigate the COVID-19 crisis was so strong, we decided to turn this into an e-Book. The book is available at no charge. Feel free to pass this on to clients and colleagues who might be interested.

[Download now.](#)

Missed the chance to contribute? Look for another eBook compilation coming this Fall.

THRIVING THROUGH AMBIGUITY

Annual Meeting
October 20-21, 2020



Are You Getting Everything You Can From Your SAC Membership?

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:

- [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: Diana Jones

This month we’re profiling Diana Jones. [Contact Diana.](#)

Diana Jones helps leaders and organizations shift their behaviors to dramatically expand their influence, impact, and results. For more than three decades, she has coached senior leaders and their teams in federal agencies, and NGOs. She is the author of ***Leadership Material: How personal experience shapes executive presence***. Her work is quoted in *Forbes*, *the Huffington Post* and *CEO* magazine, and she is a recent inductee of Alan Weiss’ Million Dollar Consultants Hall of Fame.



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

I bring leaders a depth of understanding of relationships, how groups work, and behavior change. Many leaders waste hundreds of hours worrying about why their leadership team or executives are behaving in unproductive ways. I help them focus on what they want to do about it.

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

There are three inter-related parts to any successful business. The first is your clinical or professional expertise, the second is your business operating model, and the third is to have an allied network of relationships which provide opportunities for ongoing learning. My younger self only focused on the first one. Now, as well as developing my professional and clinical expertise, I have access to leading-edge business methodologies and strong networks of relationships with both my professional peers and my consulting peers locally and internationally. What I learn in those forums helps me add greater value to my clients.

What do you find most valuable about SAC?

The wide network of consulting peers, forums to explore ideas, and a place to learn new business methodologies make SAC an exciting and high-value group to be part of. With SAC, I participate in global live and online workshops and conferences led by international specialists. I have hundreds of colleagues I can call on, or who call on me at any time for assistance, expertise, and collegiality.

Want to Be Featured?

Complete your profile on the SAC website! Set up your profile now! If you don’t remember your

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.](#)

May 11th 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 will the ongoing change and volatility impact clients in 2020? What actions should businesses take to maintain or grow their leadership positions in this uncertain time?*

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 May 11th**. 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.

Want to Create Content Now?

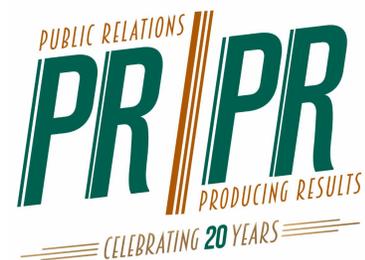
Our next business accelerator lab, focused on Write Now: How to Create Content That Drives Your Business in Today's Environment, will be held on June 11th over Zoom (where else?). You will walk away with a plan to create and publish content immediately. Because of the interactive nature of this workshop, attendance is extremely limited. First come, first served. Interested in attending?

[More information.](#)

NEW MEMBER BENEFIT: Publicity Campaigns

PR/PR is a full-service boutique publicity agency specializing in consultants, professional speakers, and non-fiction authors. Contact PR/PR for a complimentary publicity consultation and to learn about special rates for SAC members.

[More information.](#)



[Weiss Advice:](#)

GIVE YOURSELF TIME

I've been working out every other day for 24 years, a rare resolution that has survived the cold of January 2. In my health club I noticed the time that the veterans allotted between sets of exercises. I found that I was able to perform more sets myself when I allowed ample time in between.



Then I was shocked that I was so shocked. After all, I'm a strong advocate of playing hard and resting hard, as well as working hard. In fact, the three are quite synergistic.

Your brain (mental capacity) needs rest and rehab no less than your body. Too much physical exercise breaks down essential body parts, strains muscles, and can cause exhaustion. The same applies to mental exercise.

Since people love prescriptions, here's mine: Work hard for four hours a day, play hard for four hours a day, and rest well for eight hours a day. Now, what does that mean?

1. *Work hard: Apply yourself without interruption to implementing client work, writing articles, preparing speeches, marketing, research, and so forth.*
2. *Play hard: Get physical with exercise or recreation (active sports). Work in the garden. Fix something around the house. (If there's nothing to fix, come over to my place.) Play with the dog.*
3. *Rest well: Immerse yourself in a hobby that's non-physical (reading, TV, movies, stamp collecting, model-making). Sleep.*

There's no zealot like the converted, and I'm not one of those new-found exercisers who now believes that everyone has to get into the act. Rather, I've simply articulated what I've really been doing for years. Some days will throw you off, because you're with a client for eight hours (talk about hard work), or you've chosen to play golf all day. That's okay. I'm talking on average, here, and not precision-like clockwork.

You'll find that your work will improve tremendously. Your acuity will develop, and you'll begin to hear and see things you missed before. Your judgment will be more unerring and your decisions crisper. You'll also have more energy to invest in recovering from inevitable setbacks and disappointments.

There's no badge of honor to be worn in being a workaholic or a prototypical "Type A" personality. When you are driven to that extent, the frustrations and anger that can't be easily borne are too often thrust upon others, and interpersonal friction takes the place of personal exercise and health.

One of the people in my mentoring program was overweight and overworked, supporting more of a staff than he should have and doing more of the work than he needed to. I implored him to back off, and he told me that the opportunity was just around the corner, as soon as a few more things were in place. When he left the program, he was still looking for that respite.

I learned a couple of months ago that he suddenly died, a young man. This one's for you Phil, and I hope you're in a place where rest comes much more easily.

© Alan Weiss 2020

Note: Check out how you can gain full access to virtually all my intellectual property on my [Growth Access platform](#).

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

Upcoming SAC Events

May 1

SAC Southeast WineDown Event via Zoom, 5:30 -7pm EST, Miami, FL.
Contact ambassador [Art Koch](#) for info.

May 4

Alan Weiss: Thriving through Ambiguity
Thriving Through Ambiguity webinar; 8am PST. No charge for members.
[More info.](#)

May 8

Partner Event: SPC Virtual Meetup (Society of Professional Consultants)
[More info.](#)

May 12

Tanya Hall: Book Publishing Options - How to Choose the Right Path for You
SAC PRACTICUM Webinar; 11am PST. No charge for members.

[More info.](#)

May 14

Jeff Skipper: Tools and Tips for Promoting Yourself Without Ever Leaving Your Desk

Thriving Through Ambiguity webinar; 11am PST. No charge for members.

[More info](#)

May 14

Partner Event: WIC Webinar (Women in Consulting)

Sharyn Fitzpatrick: Building the Best Game Plan for Virtual Events; 12pm-1:30pm PST

[More info.](#)

May 20

SoCal Hosted Wine Down / Wake Up Zoom Event

5:00pm - 6:30pm PST

[More info.](#)

June 23

Andrew Hollo: Mastering the Value Conversation

SAC Best Practices Webinar; 3pm PST. No charge for members.

[More info.](#)

June 11

Linda Popky: Write Now: How to Create Content That Drives Your Business in Today's Environment

A Business Accelerator Lab: hands-on Zoom workshop; 11am PST.

[More info.](#)

July 21

Deb Zahn: How to Get Consulting Business

SAC Best Practices Webinar; 11am PST. No charge for members.

[More info.](#)

August 11

Dwight Holcomb: The Top 5 Secrets to Accelerating Your Consulting Sales Using LinkedIn

SAC PRACTICUM Webinar; 11am PST. No charge for members.

[More info.](#)

Oct 20-21

SAC Annual Meeting

[More info.](#)

Mark your calendar!

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

Society for the Advancement of Consulting

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