



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

Are You Ready to Start Running?

The rebound is happening. Businesses are bouncing back, and many of them are ready to engage consultants like us to help them move forward. Are you prepared to grow your business as efficiently as possible—without creating more labor intensity? Do you understand how to work globally in this new world?

SAC is here to help. Our regional event last month got rave reviews. Our speakers provided helpful information on how to master the virtual meeting format and a great case study of how to run outstanding strategy sessions—online and with less effort than pre-pandemic. If you missed this, you can still purchase the [recordings](#) here.

If you've ever suffered through a bad virtual meeting experience, this month's Best Practices webinar is for you. Meeting specialist **Robbie Samuels** will be sharing his tips on **No Bad Zoom** on May 25th. See below for [more details](#).

More business creating too many tasks you don't really want to tackle yourself? Tune in on May 19th when [Melissa Smith](#) presents our next PRACTICUM webinar on **How to Choose the Right Virtual Assistant**.

The agenda for this year's **Annual Meeting** is nearly set. Look for an outstanding virtual experience—building on what went well last year and offering a more engaging, interactive experience. Early Bird Pricing ends June 1st. [Register now](#). See more below.

Have you done something remarkable you'd like to share with your peers? Our new **SAC Spotlight** feature will highlight such member accomplishments as books published, awards won, and more. See below for more information.

Don't forget nominations are now open for the 3rd annual **Advancing Consulting Awards**. See below for [how to apply](#).

How can we make SAC an even better experience for you? Please reach out and [let us know!](#)

Linda and Lisa

The 2021 SAC ANNUAL MEETING: Ready for Rebound

This year's annual meeting is designed to help you be ready for the rebound:

- What trends will be impacting businesses around the world?
- What skills and capabilities will consultants need to help clients thrive in the coming business environment?
- How will savvy consultants promote their businesses in this new world?
- What do clients say about their consulting needs?

**READY
for
REBOUND**



Last year's virtual annual meeting allowed us to reach more people than ever before with global content at times friendly for all major geographic areas. We got rave reviews on the quality of both the speakers and the event, but we're still not satisfied.

This year's event will also be virtual, but we're building on what worked last year to take this year's meeting to the next level:

- Three shorter days with staggered starting times each day for different geographies
- More time for networking between sessions
- More interactivity within sessions
- More breakout sessions

Here's what's on tap:

- Keynote by SAC Founder **Alan Weiss**
- Getting Published in Top media—discussion led by **Henry DeVries** and a panel of journalists
- The Art of Inquiry: Asking the Right Questions with **Jennifer Nash**
- Scaling Your Consulting Practice Through Innovation with **Steve Shapiro**
- Why Subscriptions Are So Popular, And What It Means for You and Your Clients—**Robbie Kellman Baxter**
- Using Social Proof to Become a Recognized Expert: **Dorie Clark**
- You Oughta Be in Pictures — Building a master video presence: **Rob Oddi**
- You are What You Risk — Helping Clients Navigate in Today's Uncertain world: **Michele Wucker**
- Presentation of the 3rd Annual Corrie Shanahan Memorial **Advancing Consulting Awards**

Plus, **Q&A with Alan Weiss**—the Rockstar of Consulting, Birds of a Feather sessions, and more.

All of this comes to you in the convenience of your own location. No need to travel, be vaccinated, or manage COVID protocols. You can even attend all sessions maskless! (But please wear pants.)

[More information here.](#)

[Sign up now](#) to get the lowest registration pricing. **Early Bird pricing ends on June 1st.** Partners and non-members are welcome to attend as well, at higher fees.

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

WHOM SHOULD WE RECOGNIZE?

Nominations open for this year's Advancing Consulting Awards.

Who in the community do you believe deserves to be recognized for achievement and innovation? Is this you? Or someone you know?

Nominations are now open for the 3rd Annual Corrie Shanahan Memorial Advancing Consulting Awards.

This year, we'll be offering two awards:

- **Consultant of the Year.** This award goes to the consultant



Growth by Association

**ADVANCING
CONSULTING**
2021

who goes above and beyond, as measured by five specific criteria.

- **The Creativity & Innovation Award.** New this year, this award is meant to honor that consultant who showed the most creativity, developed a high innovation product or service, and opened our eyes to something we were not aware of previously.

Nominees tell us the process itself was very helpful. Several nominees have told us the application process made them look at their business in a different way and provided valuable insights—even if they didn't win.

The awards are open to all SAC members. Nominate someone you feel is worthy—or nominate yourself but do it soon! Call for nominations is **open through June 3rd** only. So do it soon!

More information on the process, the awards committee, and information on winners from previous years are all found on the [awards page](#) of our website.

NEW EVENT REMINDERS

We've instituted a new system to remind you of upcoming meetings and events. Look for these easier-to-read emails in your mailbox now!



IMPORTANT NOTE ABOUT MEMBERSHIP RENEWALS

Your 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.

[More information.](#)

ACCELERATE THIS!

Our business accelerator labs have been well-received. **On May 18th, Dianne Garcia** will be presenting an accelerator lab called **Facilitate This!**

[Register now.](#)

Want a different accelerator lab? [Let us know](#) and we'll get it scheduled.

SAC IN PICTURES

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

Robert Strong, Speaker - April 2021 Regional Meeting



Andrew Hollo, Speaker - April 2021 Regional Meeting



SAC Non-profit SIG Meeting - April 1, 2021



Pam Harper with her SAC cup - Send in your photo today!



Spring Forward: 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: Steven Hunt

This month we’re profiling Steven Hunt. [Contact Steven.](#)

Steven Hunt works with business leaders in global companies to give them the courage, the confidence, and the power of clarity they need to lead change. The results are: innovative ways to build a high-performance culture, the ability to get things done globally at speed, and fantastic business growth. Steven is an expert trusted advisor, coach, and consultant to management groups around the world. His sector experience includes Manufacturing, Automotive, IT & Technology, Pharma, Financial Services and Energy.



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

My clients say empathy – the speed at which I connect with managers across global business units – and get them to their goal. I call it tough love.

As consultants, most of us find it easy to get on well with clients. But only a few consultants do that and truly adapt their process to local conditions. For me it’s easy. I have a big international family – in the USA, China, the Middle East, and Europe. I’ve also lived in Spain, Germany, and the UK. So adapting processes with empathy is second nature to me.

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

Do it. Don’t over-analyse. Get out there, make mistakes, learn, and get better. When I was

younger, I over-thought everything. Luckily, I had a fantastic Gestalt coach who showed me the value of presence – being in the moment and taking decisions now. That’s exactly what successful leaders in every generation do superbly well.

What do you find most valuable about SAC?

Access to expert solo consultants and, secondly, the openness with which people share their expertise.

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.](#)

May 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: *The pandemic has accelerated the adoption of technology. What should we expect to see in terms of technology to support growth in the coming 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 May 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.

New Member Benefit: SAC Spotlight

Welcome to our new feature—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:

Hamish Mackenzie is focused on helping small/mid-sized businesses differentiate without spending a fortune on innovation and marketing. He’s created an eBook and is running a free online event on May 12th which will provide practical insights into the issues: If any of your clients might be interested, please feel free to forward them the [eBook](#) and [the event link](#).

The **SAC Non-Profit Experts Group** has started a monthly publication [SAC Nonprofit Experts Bulletin](#), with insights from this global group of experts in the nonprofit sector.

Lisa Anderson recently published [Emerging Above and Beyond: 21 Insights for 2021 from Manufacturing, Supply Chain & Technology Experts.](#)

Patrick Daly is hosting a [podcast series](#) focused on globalization.

Weiss Advice:

MAKE SOME PREDICTIONS FOR ME

Make some predictions for me. Seriously, if you're an expert, you should be able to make predictions. Not all will occur, but some should. If you're worried about veracity, consider that financial and sports prognosticators are *usually wrong*. So were the scientists and politicians about Covid.



If you get three things right out of a dozen, people will remember the three things. Experts speak authoritatively. In 1985 or thereabouts, John Naisbitt predicted the age of "high tech/high touch" in his hit *Megatrends* (he had previously declared bankruptcy and his books went nowhere). He recently died at 92 and is remembered for his prescience, not his bankruptcy.

I predicted in December 2020 that March/April/May would see a business renaissance, and I was right on the money. How did I do that? I looked at the markets, which reflected great confidence, the success rate of the vaccines, the money people had "in their pockets," and the huge desire to get out of bondage and do something, both personally and professionally. And what did I do with that? I ran livestream sessions, Zoom sessions, recorded podcasts, wrote columns, blogged, and coached about it.

Of course, I wanted to earn some money for that value, but I also wanted people to know what I said and when I said it. If you listen to one of my recent podcasts on The Uncomfortable Truth, you'll hear a dozen of my predictions for the future, socially and in business.

So, make some predictions for me. Lose your fear, use your head. Then publish them and talk about them. If you're too timid to do that, then don't ask me how you become a thought leader or build your brand.

My prediction is that only about ten percent of you will try to do this in the next day or so. Prove me wrong.

© Alan Weiss 2021

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

Upcoming SAC Events

May 18

Diane Garcia: Facilitate This!

SAC Business Accelerator Lab; 1pm PT (3 hours). \$79 for members.

[More info.](#)

May 19

Melissa Smith: How to Choose the Right Virtual Assistant

SAC PRACTICUM Webinar; 11am PT. Free for members.

[More info.](#)

May 25 - NEW DATE!

Robbie Samuels: No Room for Bad Zoom

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

[More info.](#)

June 16

Maria Incontrera: Building a TEDx Talk Around Your Consulting Practice

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

[More info.](#)

July 20

Mary van de Wiel: Check Your Brand Pulse: How to Avoid the Trap of Dead Brand Walking

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

[More info.](#)

Oct 5-7

SAC Annual Meeting: Ready for Rebound (virtual)

Early Bird Pricing through June 1st

[More info and to register.](#)

Mark your calendar!

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

Society for the Advancement of Consulting

2058 N Mills Ave, #532, Claremont, CA 91711

consultingsociety.com - 909-630-3943 - info@consultingsociety.com

