



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

What Do You Want To Be When You Grow Up?

Most of us were probably asked this many times through our childhoods. Some of us have stopped to ask the question as adults as well. (And some people don't ever want to grow up—but we won't go there!)

The last two years, we've seen many people in the workforce decide they didn't like their grown-up situation and it was time for a change. Some changed employers. Some retired. Some left the workforce to figure out what comes next. Some have become consultants.

At SAC, we've been thinking about this question, too. We've just completed our fourth year of the relaunched SAC (what we call SAC 2.0). The question is, given the state of the world, what should SAC try to be when it grows up?

While we don't have the exact answer to that, we know that we want to continue to be THE place where the top tier of independent consultants comes to learn and grow, to make connections, and to meet other like-minded professionals from all over the world.

This is where we need your help. We have ideas of programs that we might offer in the future, but we need your input to know whether we're on the right direction. Many of our most successful programs have come about because of member suggestions or recommendations.

If you're interested in helping shape the next chapter of SAC (SAC 3.0), we'd love to hear from you. Email us with your input. We'd like to have a brainstorming session with SAC members on what you'd like to see from your association.

In the meantime, we have 2 important events this month:

How can you **get the most bang from that book** you've written (or are writing now!)? Join us on **May 19th** for a regional event where we bring in book marketing experts and successful authors to share their tips and, just as importantly, warnings on what to avoid.

Denise Brousseau, a serial entrepreneur, author, coach, and strategist will share her thoughts on how we can be better thought leaders on May 24.

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

Linda and Lisa

**REGIONAL EVENT: May 19th 1-4 pm, PDT
BOOK THAT BUSINESS!**

Many of us have written books or are in the process of writing one. It's a big effort to get the book into print—but then what? How do you use your book to help build your consulting business?

That's the focus of our May virtual regional event. We've gathered a set of experts in this field—all of whom have published at least one book themselves to help you get the most you can from your book publishing endeavor:



- **3 Simple Ways to Start Marketing Your Book Even If You're Not Done Writing It Yet**
- **Podcasts: The Powerful Way to Promote Your Book Today**
- **How We Did It: Tips and Warnings from a Panel of Authors: Commercially Published, Hybrid, and Self-Published**

You will not want to miss this event! [Sign up now](#) to get the best pricing.

SAC members : \$99

Affiliates and Partners: \$129

Non-members/general public: \$149

IMPORTANT: MEMBERSHIP RENEWAL INFORMATION...

In most cases, your membership will renew automatically. 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.](#)

Best Practices Webinar: Thought Leadership - Denise Brosseau - May 24th

Ready to Be a Thought Leader? Why Thought Leadership Matters for Consultants

Whether you're just starting out or an experienced consultant, clients look to you for your knowledge and expertise as well as the fresh perspectives you can bring to the table. But how do you position yourself effectively and with a clear point of view? How do you articulate your ideas in a way that positions you not just as a recognized expert, but as a thought leader? What does it take to overcome the barriers in mindset and skillset that hold us back on our journey from leader to thought leader? Join this session to explore these questions and more.



Denise Brosseau

BE FEATURED.

If you are open to having your LinkedIn profile, posts and articles showcased during the webinar, please provide your name and a link to your LinkedIn profile to Denise at denise@thoughtleadershiplab.com today so she can integrate examples of your best practices into the webinar. You don't need to have a perfect profile to be featured — Denise identifies the good things you're doing and highlights them and then lets you speak about what you have underway during the program. So don't be shy! Share your profile today.

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.



IMPORTANT ANNUAL MEETING UPDATE

October 11-13, 2022

Global virtual event

After much deliberation and discussion, we have made the decision to remain with a virtual format for this

year's annual meeting.

While we all love New York City, it wasn't clear that enough members would be able to travel there this October to make this a worthwhile event. We looked at hybrid options, but couldn't find anything we thought would provide the right level of experience for both in-person and virtual attendees.

But that doesn't mean we aren't changing things up. Some of the changes we made last year were well-received. We're working with virtual meeting specialists to develop more interactive activities, implement better ways to engage with speakers, and add in a few new twists, too.

We're excited that this will allow us to have both attendees and speakers from all over the world—regardless of pandemic issues or other external world events.

We're also exploring holding a smaller, more focused event in New York City next year. We'll build this with input from our members, so let us know what you'd like to have offered.

Look for more information about the details coming soon! For now, put **October 11-13, 2022** on your calendar for this year's annual meeting.

SAC Europe Meetup in Amsterdam June 24th

All day event with SAC members in Amsterdam.

It's about time: SAC Europe is meeting face-to-face in Amsterdam on Friday June 24th! Join us as we discuss how to adapt our practices to the "never normal" world in which we now find ourselves.

There's also an option to meet for dinner at least once and maybe even twice! Exact timings and locations will be confirmed nearer the time. Contact [Hamish Mackenzie](#) or [Patrick Daly](#) for more details.



TWO NEW SAC SIGS LAUNCHING: JOIN NOW!



Speakers SIG

If you speak as part of growing your business, join us to form a **SAC Speakers SIG on Wednesday, May 25th at 3:00pm CDT!** The purpose of the SIG is to share best practices and resources (from finding the best TEDx events to professional speaker development); learn about emerging speaking trends (i.e., who is hiring speakers, selection trends?, etc.); and potentially refer each other for appropriate speaking opportunities. For your zoom invite, [contact Amy Segami](#).

Podcasters SIG

Are you already podcasting as part of growing your business? Do you believe we can all grow by sharing tips about our best practices and resources; by learning about emerging podcast trends; and by referring each other as guests for other podcasts? If you fit this description, join us to create a **SAC Podcasters SIG on (NYC) Wednesday, May 31st, 2022 @ 4:00pm EDT.** We already have 4 podcasters who are interested! For your zoom invite, [contact Pam Harper](#).

**SAC Member Opportunity:
Complimentary Attendance at
Alan Weiss's Ferocious Time Management
May 18, 2022
San Diego, California**



Our SAC founder, **Alan Weiss** is offering SAC members a special bonus: Attend the Ferocious Time Management workshop live in San Diego, on May 18th, at no charge.

Ferocious Time Management: I'm tired of wasting my time hearing people tell me they have no time!! In a rare appearance in San Diego, I'm going to help you ruthlessly organize yourself so that you have time to close business, deliver a remote speech, create a book outline, and learn to tame wild beasts before your lunch. Seriously, time is "elastic," and you can stretch it to accommodate what you need to accomplish. Moreover, most people work too hard to achieve too little. Discretionary time is wealth, not money, but we're prone to work so hard chasing money that we erode our wealth. Create greater output in a 20-hour week! alanweiss.com/growth-experiences/ferocious-time-management/

To take advantage of this opportunity, email [Alan Weiss](mailto:alan@alanweiss.com) and tell him you're a SAC member who'd like to take him up on his Ferocious Management offer. Seats are limited, so act quickly!

SAC IN PICTURES

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

SAC Coaching SIG - April 5th



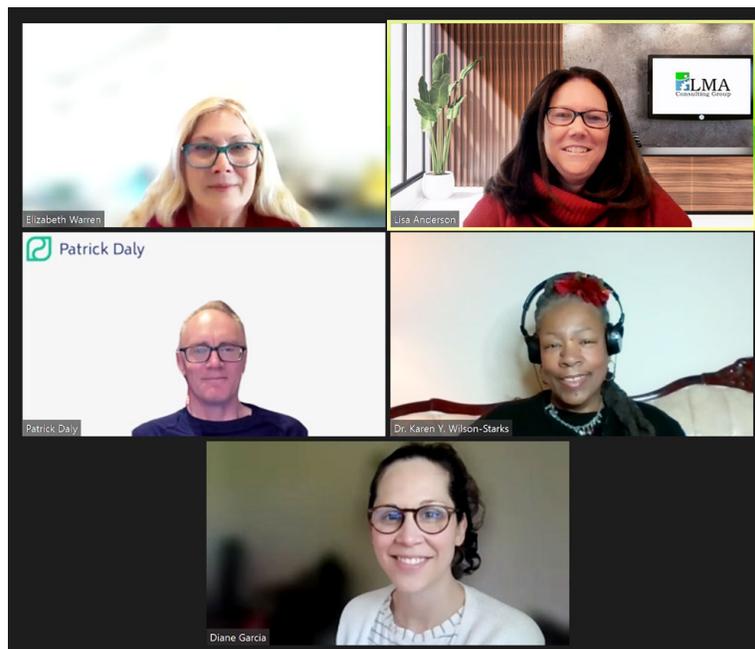
SAC Wine Down / Wake Up - April 7th



SAC Non-Profit SIG - April 7th



SAC Supply Chain SIG - April 13th



Meet Our Members: Evan Bulmer

This month we're profiling Evan Bulmer. [Contact Evan.](#)

Evan Bulmer is an expert at creating dramatic growth in businesses despite the chaos and pressure going on around them. His combined clients having generated over \$500 million in value via the growth of their businesses. Evan distills his secrets to financial performance in his book, *Numbers That Matter: Learning What to Measure to Achieve Financial Success in Your Business*.

A serial entrepreneur and businessman, Evan has been actively buying, operating and selling businesses for over 20 years. His firm was recognized nationally two years in a row as one of the best accounting firms in Australia. In February 2017, he was inducted into the Million Dollar Consultant® Hall of Fame.



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

What differentiates me from other consultants in SAC, or even from other accountants, business brokers, financial planners, in my local market is my ability to sell high value projects into what many would term 'small' or 'micro' businesses. I am living proof that if you can deliver 10x return on investment to business owners in the projects you undertake, they will buy no matter their size.

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

I would say to my younger self three things:

- Believe in myself - this took far too long in my career to do
- The organisational development work that I gave away for free in order to sell compliance services was completely back-to-front
- I started my career leveraging a team of employees. It's way more profitable and far less labour intensive to leverage from intellectual property. I wish I started that journey ten years earlier!

What do you find most valuable about SAC?

I get three things from SAC.

Firstly, meeting other like-minded consultants from around the world is truly a wonderful experience for me. I am constantly staggered about how varied and different we are in our disciplines and how many of us have lucrative careers in very, very diverse markets. That is fascinating to me.

Secondly, I've been on the awards committee for some years now and it has been a true pleasure to work closely with fellow SAC members on such a project. Equally, seeing the submissions from many of the SAC members, I'm impressed by the quality of people out there in our profession.

Thirdly, I've been part of Special Interest Groups and, again, to spend more time drilling into a topic with fellow consultants is a wonderful learning experience and I'm tremendously grateful for Zoom, because it would not be possible otherwise for someone like me living in Australia.

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.](#)

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: What should clients do to maintain profitable growth during inflationary times?

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.

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:

Jeff Cobb, along with his partner Celisa Steele, recently published the [300th episode of the Leading Learning Podcast](#).

Pamela Harper and **D. Scott Harper's** article: "How To Advance A Bold Vision In the Face of Ambiguity" was published in the April 2022 edition of *Life Science Leader Magazine*.

Judy Dang exceeded her book's pre-sale campaign goal for her book [Perfect Enough](#), which will be published in September by New Degree Press. The book is a guide for Asian American women on letting go of perfectionism.

Steven Morris's book, [The Beautiful Business](#), is now available on Audible, read by the author. A client noted "Doing business is very hard. It's even harder when things get ugly. Your book and guidance with our brand and culture have helped our team see and accelerate the best within us."

Steve Markman appeared as a guest on the KAJ Studio Podcast, livestreamed from New Delhi, India, where he discussed how to use "free" speaking engagements as a marketing and lead gen strategy. He also will be conducting an Ask-a-Pro session at the 12th Annual [Nonfiction Writers Conference](#), an online event taking place May 4-6, 2022.

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

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](#).

ExpertClick.com Member Benefit - 15% OFF!

Define your expertise for journalists with an **ExpertClick.com press room** so that journalists can know what you specialize in. Respond to news trends with news releases so that you can be invited to be interviewed by journalists.



Use the search engine optimization tools from ExpertClick.com so that you can be found in Google search.



Act by May 31st to be in the 2022 Yearbook of Experts – you'll be in good company. Use the Society for the Advancement of Consulting to **save 15%** at www.expertclick.com/Discount/Consulting_Society.

Weiss Advice:

ATTITUDINALLY SPEAKING

Believing in conspiracies is closely linked to paranoia. People would rather believe that they're being thwarted in their plans, unsuccessful

in gaining influence, by unseen forces rather than their own lack of talent, volition, or competence.

Just this morning, on national TV, some reporter was wailing about the “industrial/medical complex.” Of course, “complex” can mean an accumulation of synergistic parts, or a group of emotional ideas that can cause psychic conflict. And that “complex” created a vaccine for COVID in a record-setting brief time.



Over 90 percent of the time when coaching clients complain to me of being “ghosted,” or receiving demands for discounts, or being delegated to human resources and other denizens of the deep, *the fault lies with them*. They are the commonality, not the clients. They are allowing this to happen, not taking preventive actions, and bemoaning I guess what one might call the “buyer/HR complex.”

Our attitudes have to include:

- We are peers of any buyer.
- We are offering valuable help, not trying to “sell stuff.”
- We must tell people how we work (e.g., on an advisory basis).
- Time-based fees are unethical.
- Strategic decisions must be made by the buyer, not delegated.

Our attitudes reflect our belief systems and are then manifest in our behaviors. You must face your own errors and mistakes, and not allocate them to “stupid” buyers or “unfavorable conditions.” There is not a conspiracy to refuse to engage your assistance. But there is, too often, a paranoia about being rejected, or seen as an imposter, or not being good enough.

Well, that’s a question of what you really believe, isn’t it?

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Alan Weiss announces:

The Don't Attend This Workshop - May 3rd at 10:30am EST. 90 mins - Free recordings - Ask questions. \$250 online; \$2500 in person. [Learn more and to register.](#)

I’m relaunching the **Million Dollar Consulting® College** on December 13-15, 2.5 days, at the Castle Hill Inn in Newport, RI. All of my cards are accepted. The fee is \$15,000, which includes lodging, breakfast, lunch, breaks, and one dinner. If you catch me at the bar, it could include two dinners. *I'm also going to take time to show how I create this and other workshops, step by step, live or remote.*

If you register with me prior to June 1 the fee is \$12,000. If you buy a Bentley Card before June 1, *you can attend the College for free, no deduction on the card.* Past grads are welcome to attend for \$5,000.

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

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](#).

Upcoming SAC Events

May 3

SAC Wine Down / Wake Up Meetup

3pm Pacific, 6pm Eastern, 8am Melbourne (Weds)

[Contact info@consultingsociety.com](mailto:info@consultingsociety.com)

May 13

SPC Virtual Networking (Society of Professional Consultants)

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

[Register here.](#)

May 18

SPC Virtual Workshop: Beating the Broken Cooke Effect with Patty Block SAC members encouraged to attend. No charge. 6pm PT / 3pm ET [Register here.](#)

May 19

Book That Business! SAC Regional Meeting (Virtual)

About promoting your book once you've written it. 1-4 pm PT

[More info.](#)

May 24

Denise Brosseau: Thought Leadership

SAC Best Practices Webinar; 11am PT.

[More info.](#)

June 10

SPC Virtual Networking (Society of Professional Consultants)

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

[Register here.](#)

June 15

SPC Virtual Workshop: Getting Our Clients to Implement Our Recommendations with Gina Abudi. SAC members encouraged to attend. No charge. 6pm PT / 3pm ET [Register here.](#)

June 21

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

SAC Best Practices Webinar; 11am PT.

[More info.](#)

June 24

SAC Europe - Amsterdam

Details to follow. All day event. Organizer: [Hamish Mackenzie](#)

June 28

Amy Lee Segami: Creating a TED Talk

PRACTICUM Webinar; 11am PT.

[More info.](#)

September 15

Andrew Winig: Introduce Yourself (in 30 Seconds)

Business Accelerator Lab; 11am-12:30pm PT.

[More info.](#)

October 11-13

2022 SAC Annual Meeting: Reinvent for Success

[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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