



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

May the Force Be With You

Star Wars fans know that on the 4th of this month we celebrate Star Wars Day. We know Jedi Knights had the force on their side, but what about independent consultants?

At SAC, we help you build your force through the power of community, with special interest groups (SIGs) and other activities. We offer a wide range of programs to strengthen your skills and introduce you to new technologies.

Will AI technologies like ChatGPT be a force for good...or evil? Should you add these to your arsenal, and, if so, when? SAC member **Mark Cioni** and consultant **Nick Gausling** will share their views on generative AI tools, including how they can help build your business and help your clients.

Speaking of business, SAC member **Steve Markman** will take your questions on how to grow your business with speaking on May 16th.

IMPORTANT DEADLINES THIS MONTH:

Join us in San Diego in November for our first in-person **annual meeting** since 2019. Or, join virtually if that works better for you. SAC Founder **Alan Weiss** will be keynoting again this year. **Early Bird deadline expires this month!**

Award application deadline coming up soon! Know someone who should be recognized as an outstanding consultant? Is that person you? Deadline to apply for this year's awards is this month. See below for more information.

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.](#)

Growing Stronger Together: 2023 Annual Meeting

November 14th

San Diego and Hybrid+



How do you grow with intention and build your business with collaboration?

These are the questions we'll answer during this year's annual meeting.

We're excited to have SAC Founder **Alan Weiss** back with us again to keynote this year's event. Join us for a one-day in-person event in sunny San Diego (immediately before the Mega Mastermind program). We'd love to see you in person, but if that doesn't work, we have a hybrid option as well.

Special Early Bird pricing available until May 15th. [Sign up now.](#)

AWARDS NOMINATION PROCESS IS NOW OPEN

DEADLINE: MAY 15

NOMINATIONS FOR THE 5TH ANNUAL CORRIE SHANAHAN MEMORIAL ADVANCING CONSULTING AWARDS ARE NOW OPEN.

Know someone who you believe qualifies for these awards? Interested in nominating yourself? Complete the nomination forms available [here](#). More information about the award process, as well as interviews with previous award winners, is available on our website.



Growing Your Speaking

Interactive Ask the Expert with Steve Markman

May 16 11:00AM PT

Public speaking is one of the best and quickest ways to create visibility, whether an event is in-person, virtual or hybrid. In this Ask the Expert session, we'll discuss best practices for consultants to land speaking engagements to help grow their consulting business. Points of discussion will include:



- Researching and identifying the “right” speaking opportunities aimed at your target audiences
- How and when to submit speaker proposals to event organizers
- Creating high-impact, compelling speaker proposals that win you MORE speaking engagements

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!](#)

"AI" for the Future: Leveraging Generative AI to Provide Client Value

Interactive Ask the Expert with Mark Cioni and Nick Gausling

May 23 11:00AM PT

Join us for a lively discussion on opportunities to leverage Generative AI in our consulting work. We will focus on using AI to provide value to our clients, and examples of advising clients as they explore & engage AI to provide value to their customers & organizations.

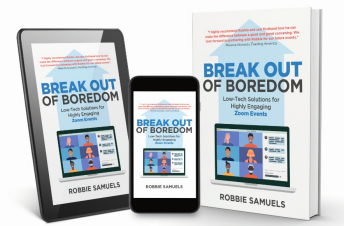
[Register now!](#)

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*.



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**. **May dates are now available - [register today!](#)**

Bring your own coffee and donuts!

From the Webinar Archives

PR: Who Needs It?

Kathleen McEntee, a marketing expert and founder of [Kathleen McEntee and Associates, Ltd.](#), known for her straight talk and practical approach to business opportunities and challenges, shares her PR expertise.

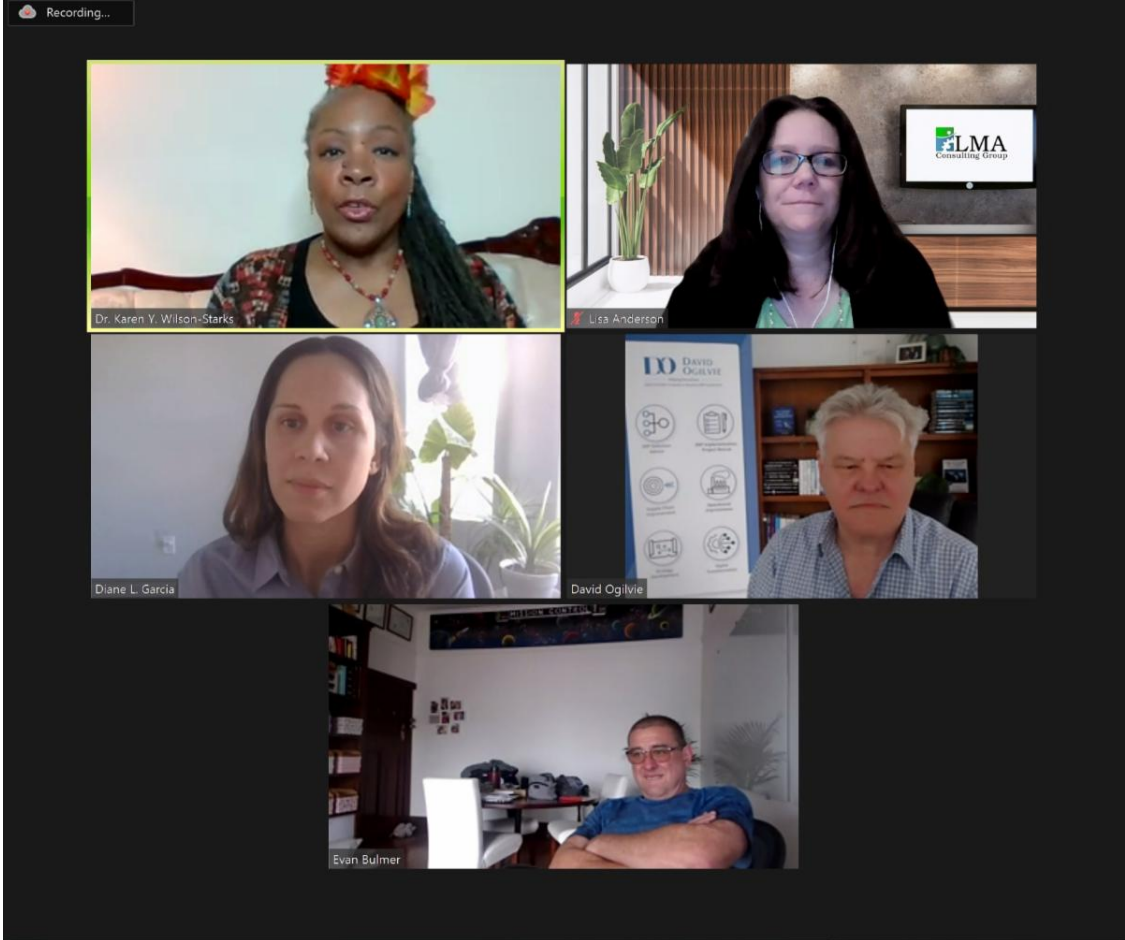
If you missed the live event, check out the recording [in the archives](#). You must use your member login for access.



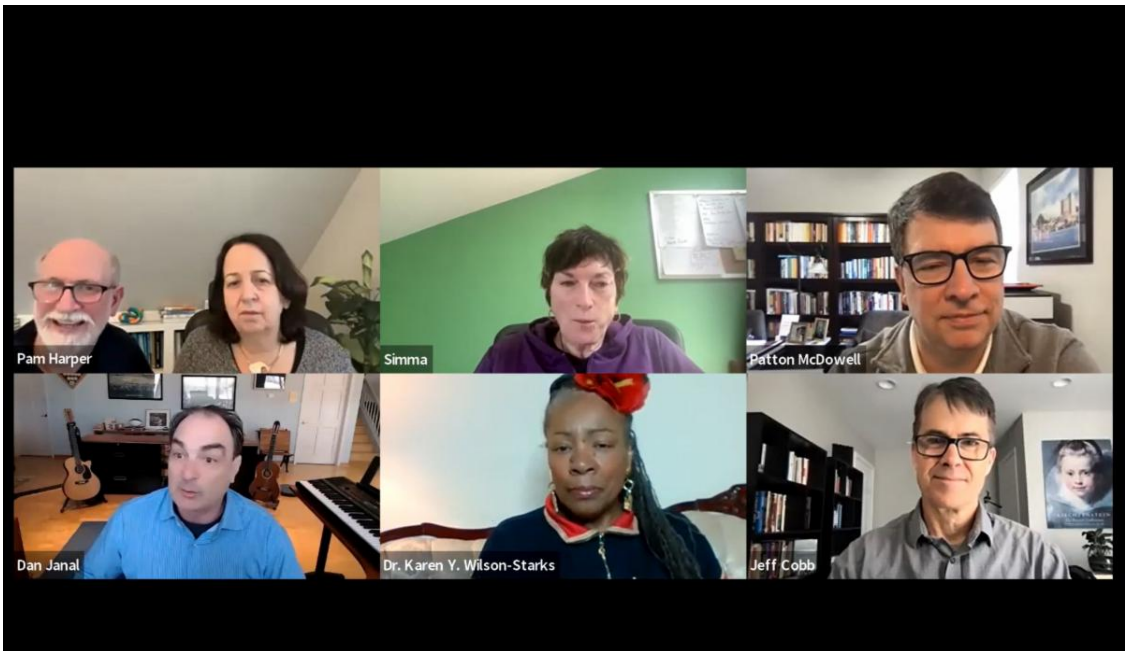
SAC IN PICTURES

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

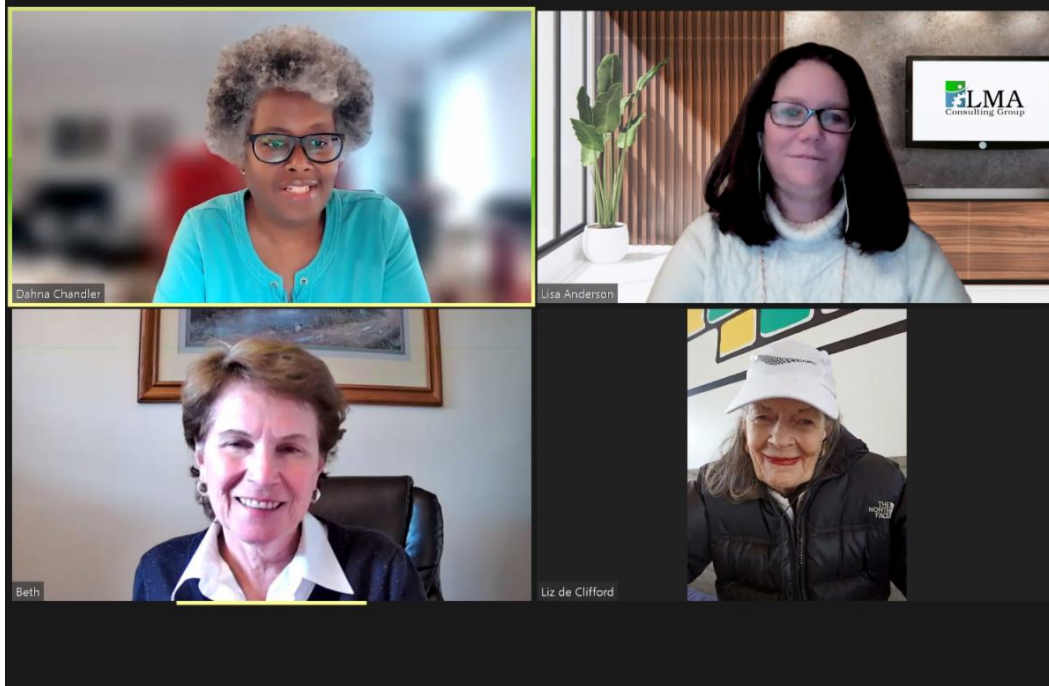
Supply Chain Panel: NA & Pacific Rim Panel - April 2023



Podcast SIG Meeting - April 10, 2023



SAC Wake Up / Wine Down - April 18, 2023



Meet Our Members: Dr. Karen Wilson-Starks

This month we're profiling Dr. Karen Wilson-Starks. [Contact Karen.](#)



Dr. Karen Y. Wilson-Starks is the President and CEO of TRANSEADERSHIP, INC., an executive leadership development consulting firm for executives in mid to large-sized corporations.

She partners with her global values-based clients and Christian executives to select and retain the best people, create high performance teams, and develop cultures that get rapid innovative results. Her clients create a "Living Leadership Legacy" succession plan that leaves the organization, the people, and themselves Transformed, Transcended, and Ascended for their next chapter.

With more than 30 years of experience as a trusted advisor for executives in top corporations and other high powered organizations, including the US military, federal government, and non-profit leaders in foundations and faith-based organizations, she specializes in "Positive Leadership for Positive Business Results." Karen also leverages her global experiences for a broader and more expansive view of options and possibilities. Clients come to her when they want to accelerate and elevate their leadership impact as they lead change, address conflicts, and create organizational alignment.

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

Very few consulting psychologists are people of deep Christian faith, who also desire to partner with Christian executives in large, global non-Christian corporations. My purpose and calling is to come alongside corporate executives to create positive and profitable workplace cultures that provide opportunity and development for all. I believe that Christian executives can succeed and make desirable impacts because of their values and not in spite of them. With more than 30 years of experience consulting with corporate executives, I also bring lenses from my active duty time as an Army officer and my years of working globally and in all business sectors.

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

I have learned the value of targeting and speaking to a specific segment of the marketplace about issues and solutions of interest to them. Earlier in my career, my approach was more diffuse. I have since learned how important it is to speak to specific people rather than to the masses. A general voice is an unheard voice.

What do you find most valuable about SAC?

I have always valued the annual SAC meeting in New York City both for the meeting content and venue. I was also delighted to participate in the virtual annual conferences during the pandemic lockdowns. In recent years, I have participated in and derived great benefit from the Supply Chain and Podcast Special Interest Groups (SIGs). Collaborating and co-creating with brilliant and experienced colleagues is stimulating and energizing. Thank you, SAC, for our vibrant community.

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: *The recent banking crisis has caused many to wonder what other businesses might be at risk in this volatile business climate. How should clients be stress-testing their organizations to avoid crisis situations?*

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 News Release: Supply Chain Issues Critical to Address in Today's Volatile Global Environment

Here's the latest news release from our Supply Chain SIG:

Integrating supply chain technology, addressing supply chain talent scarcity, and unifying end-to-end port platforms are the biggest challenges for companies today, according to the Supply Chain Special Interest Group of The Society for the Advancement of Consulting® (SAC). Successful companies are adapting by prioritizing talent, technology, end-to-end collaboration, and processes to thrive in a rapidly changing global environment. [Keep reading.](#)

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:

Robbie Baxter is speaking [SubSummit](#) in Dallas on June 1st.

Mark Cioni has been engaged by several clients to assess & propose both strategies & tactical plans to leverage Generative AI. Potential use cases & strategic alignment include augmenting customer support, knowledge management & internal process automation among many others. Appropriate foundational considerations such as benefits realization strategy, metrics &



information security will be critical enablers.

Beth Sears recently published a new eBook, *Becoming An Inspired Influencer – A Journey to Get the Respect You Deserve*. [Free copy](#) available for SAC members until May 20th. Use the code *Inspire2023*.

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

Weiss Advice: Person of Interest

I encounter a great many people whose reading is confined to business books or biographies of business leaders. That's pretty damn boring. Let's call it "one dimensional."

There are thousands of books in my library (hard copy, although now I read on an iPad but I always buy the book itself, and I do have a "library" where I smoke cigars). I've read every word on every page in every book—the same thing I did in college, believing that's why I was there in the first place. I read history, fiction, warfare, philosophy, science, biographies, science fiction, politics, psychology, sports, humor, and so forth. If I pick up a book, I finish it, with the exception of four that were so bad I tossed them.



My wife claims I can talk to almost anyone about almost anything. I can't match the depth of a pilot on flying, but I can certainly talk knowledgably and hold my own. Since I was graduated from Rutgers in 1968 I've never NOT had a book that I was reading, and sometimes a "backup" of a dozen. It's not unusual for me to read three at once for variety.

The key is that I can apply what I read and can recall useful information. I do this by applying it immediately. And there's always a "one percent" that makes it worthwhile. Margaret Wheatley wrote a book long ago called *Leadership and the New Science* which was mediocre, and when I used her as a speaker she turned out to be a cynical bore. But in that book was a point about processing information and consciousness that vastly improved my effectiveness.

If you want to be a person of interest, read authors of interest.

If you'd like a list of a hundred or so books divided by topics that I created for my community, just write me at alan@summitconsulting.com. And, of course, you might try reading some of my books!

*If you'd like a new tool in your kit, buy my newest book, just released, *Sentient Strategy*, on Amazon. And if you can give me a five-star review, I'll invite you to a Zoom session on the role of strategy in society, in May, for free.*

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[Connect with us on LinkedIn.](#)

Upcoming SAC Events

May 2

Coaching SIG Meeting

1:00PM PT

[Join a Special Interest Group](#)

May 8

Podcast SIG Meeting

11:00AM PT

[Join a Special Interest Group](#)

May 11

Non Profit SIG Meeting

2:00PM PT

[Join a Special Interest Group](#)

May 12

SPC Virtual Networking

1:30PM ET

No charge - SAC members encouraged to attend.

[Register.](#)

May 16

EVENT: Steve Markman: Grow Your Speaking

Ask the Expert; 11:00am PT

[More info & register.](#)

May 17

Marketing's Dirty Little Secret

3:00PM PT

No charge - SAC members encouraged to attend.

[Register.](#)

May 22

Supply Chain SIG Meeting

12:00PM PT

[Join a Special Interest Group](#)

May 23

EVENT: "Aim" for the Future: Leveraging Generative AI to Provide Client Value

Ask the Expert; 11:00am PT

[More info & register.](#)

May 23

Technology SIG Meeting

1:00PM PT

[Join a Special Interest Group](#)

May 24

Professional Speaking SIG Meeting

12:00PM PT

[Join a Special Interest Group](#)

May 25

Wine Down/Wake Up

3:00 PM PT

[Learn more.](#)

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 14

EVENT: Annual Meeting--In Person in San Diego or Hybrid

[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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