



Newsletter of the Society for the Advancement of Consulting® - November 2019

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.

Annual Meeting Update: Consulting Award Winners Announced

As you read this, we're in a New York state of mind, at the second day of our annual meeting. We've had a terrific first day of outstanding speakers, including Alan Weiss, Amanda Setili, Libby Wagner, and The Studio (see what you're missing by not being here!).



We want to share with you exciting news about the winners of the first annual **Corrie Shanahan Memorial Award for Advancing Consulting**.

Amy Segami of Chicago, Illinois is the recipient of the emerging consultant award, and **Andrew Hollo** of Melbourne, Australia receives the award for established consultant. Amy and Andrew are our featured members profiles this month. See below.

The awards are named after SAC member Corrie Shanahan, a SAC member who lost her battle with cancer earlier this year. Corrie was an expert in rapidly strengthening organizational performance, productivity, and corporate culture, but, more importantly, she was a treasured member of this community who epitomized all of the characteristics we want to honor with the award.

The selection of Amy and Andrew was the result of a thorough review process, led by committee chair Pam Harper. The [committee](#)'s work was challenging, because a number of very well-qualified SAC members applied for the award.

We thank both the committee members and all of the applicants. Applications for next year's award will open in early 2020.

Read more about the award winners [here](#).

Our Regional events continue! We have workshops coming up in Miami, FL and Australia in the spring. See details below. Check out the [calendar](#) for events near you.

This month, SAC member **Seth Kahan** tells us how he grew his practice from low 6 six figures to \$500K in a webinar on November 12. [Learn more](#). The following week, on November 19, CPA **Michelle Johnston** tells us how to keep more of what we make in our quarterly PRACTICUM

webinar. [Learn more.](#)

As always, feel free to contact us with your thoughts, comments, and suggestions.

Lisa and Linda

Your Profile is Now Live

We are thrilled to announce that almost all SAC members now have a profile. Check out your [SAC member colleagues](#). We have a powerhouse of high quality consultants, coaches and speakers!

Why not utilize SAC to increase your visibility and success? Consider taking 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](#).
- Join our [local, regional and global meetings](#). Check out [pictures](#) 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](#). It will provide great exposure for contributing members.

Please add/update your social media handles in your profile so that we can follow and tag you.

SAC Europe in Barcelona!

Building a Thriving Consultancy Workshop was held on October 18 in Barcelona, Spain.

Great presentations and good company made this a successful event!



Join Us in Miami in February

"Beyond Value Based Fees: Closing Bigger Options"

Join us for our **southeast region meeting**, February 18, 2020, [in Miami](#) to learn how to take your business to the next level with increased fees and lower labor intensity. We've locked in several great speakers, including **Alan Weiss**, **Phil Symchych**, **Linda Henman**, and **Amanda Setili**. Space is limited. Sign up now to avoid missing this opportunity

Know someone who'd like to attend the conference and join SAC, too? To get the special membership/meeting rate, go to <http://bit.ly/2HkB5Uw>, complete the membership application, enter the promo code **MIAMIBUNDLE** and you'll receive the coupon code for the special low bundled rate.

Special Offer on Next Year's Million Dollar Consulting Convention in Sydney

Still on the fence about attending the MDCC next April in Sydney? Consider this. Alan Weiss has graciously agreed to offer a 25% discount on the fees for this conference for SAC members. [More information](#). Note "SAC" in the remarks section of the order form, and SAC members in good

standing will receive a 25% discount off published prices.

While you're putting your plans in place, mark your calendar to attend the SAC Australia workshop, to be held in Sydney the same week.

Meet Our Members: Andrew Hollo and Amy Lee Segami

This month we're profiling the Advancing Consulting award winners.

Andrew Hollo

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

What differentiates me is what my clients tell me: "Working with you, Andrew, we truly own our strategy". Many consultants do things 'for' their clients (focusing on deliverables); I do things 'with' my clients (focusing on outcomes).

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

I wish the 30-year-old Andrew knew that no business is as well run as it appears from the outside.

I wish the 40-year-old Andrew knew that leaders all second-guess themselves, and even experience 'imposter syndrome.'

I wish the 50-year-old Andrew knew that focusing on a specific target (e.g., a revenue target, or a customer number) creates distraction at best, crippling anxiety at worst, whereas focusing on broad intentions (i.e., making the biggest impact to your customers) is powerful and enabling.



What do you find most valuable about SAC?

SAC is about collegiality — providing a natural peer support system for people, like me, who don't have owners, boards, bosses, or staff. It enables me to learn from others—and to teach others who are newer on the journey, which are the same thing, ultimately.

Amy Lee Segami

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

With my engineering education, artist creation, and work experience, I perceive, think, and act with the mindset of complexity and flow of the world. In addition, I bring the perspectives of various cultures along with the skills for design thinking.

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

Learn the critical skills of working with a group collaboratively. No one taught me that.

What do you find most valuable about SAC?

SAC is a community of world-class consultants with valuable collective knowledge. From the annual meeting to the webinars and conferences, SAC encourages and engages members with the flow of information exchange.



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.](#)

This Month's Featured Benefit: Greenleaf Hybrid Book Publishing

We're pleased to offer a new book publishing option for SAC members. **Greenleaf** is the leading hybrid book publisher and distributor, with 20 years of experience serving thought leaders through publishing, branding, audience building, and promotion. From distributing your book into airports and wholesale/retail markets to developing a brand and book from scratch, they have the team to make it happen.

[More information.](#)

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.](#)

Mark the Date: Next Year's Annual Meeting: October 6 and 7, 2020 in New York City

[Early Bird registration](#) is available now!

November 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: *Should businesses be focused on hiring, retaining, or training employees? Or something else?*

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 November 11th**. Please remember to check your grammar and provide your name with attribution!

[Weiss Advice:](#)

WHEN FOOLS WALK IN...

Here is some of the worst behavior I've seen from consultants in the recent past. They reflect insecurity, lack of taste, unethical conduct, and general unprofessionalism. I accuse no one among our readers, but make sure that you don't fall into these shoddy behavior styles which scream "amateur" from the rooftops.



Telling self-aggrandizing war stories.

I'm sorry, but people don't make sales on airplanes or elevators and, if they did in some great exception, the stories are as boring to listen to as the golfer who keeps reminiscing about the six-iron shot that landed three feet from the hole. Not only was it blind luck, but none of the rest of us really learn anything from it except how much the teller enjoys bragging about it. Examples, and brief anecdotes, are fabulous if there are learning points or insights for the listener. Personally, I've never gained much insight from listening to someone tell me they love how good they are.

Drawing exaggerated attention to yourself.

I watched in a combination of horror and fascination as a consultant walked into a scheduled continental breakfast with colleagues in his sweaty, reeking workout clothes, having made a point to come directly from the gym. I suppose his need for orange juice and Danish overpowered the need for a shower and change of clothes. On another occasion, a consultant, alone among the meeting's members, had a full breakfast delivered to the room since he overslept and missed his

normal morning meal. Everyone else present clearly wished he were still sleeping.

Volunteering to allow others to benefit from their experience.

How often have you been in groups in which the speaker or chair asked for questions and a consultant instead volunteers, "Well, let me explain how I do that." No matter what the credentials of the original presenter, or what the interests of those around, there's always someone who has to ensure he or she gets "air time" by tediously explaining that they have a better way.

Dressing inappropriately.

I believe that it's always safe to either dress in a way that mirrors your client or audience, or to dress a notch above that. It's usually unwise to dress below the people with whom you're interacting, because it tends to show disrespect and is distracting. I once had the mesmerizing experience of watching a woman address a group in skin-tight jeans and a low-cut cashmere sweater. The men in the room were annoyed or amused, and the women in the room were furious. Not much communication going on during that episode.

Denigrating others.

A classic symptom of passive-aggressive behavior is to denigrate others in order to elevate oneself. It's also extremely unprofessional. Yet I've observed consultants who make casual comments such as "Didn't he die?" or "Wasn't she dismissed?" to create confusion and innuendo. There is nothing wrong with debunking bad approaches based on solid evidence and substantiated opinion, but character assassination is something else again. Unsolicited feedback is always for the benefit of the sender, not the recipient, and whenever someone quotes the nameless (e.g., "I'm just telling you what people are saying in the halls...") run for the exits.

Attempting to pull the wool over everyone's eyes.

I've run into consultants who claim to have published books, yet the "publishing house" is owned by them! "It's not self-published," they'll angrily exclaim when challenged, "it's a separate entity." Honesty, one would think, is one of the hallmarks of our profession. Why assume that the rest of us are stupid? An organization is not a consulting client if you have only done free work for them or they have purchased one of your products. When I questioned one consultant who cited a client with whom I was actively engaged, yet had never seen him present, he mumbled, "I was at a meeting and they indicated they would like to do business with me." This is topped by a guy who claimed he was "instrumental in my career." In reality, he had come to me for help on several occasions, and ultimately tried to undermine me with others when he imagined we were in competition. There's competition which will never frighten me.

Big hat, no cattle.

This is my favorite Texas phrase, and it means, of course, someone who talks a big game but can't deliver on it. I've heard people huff and puff but, when you clear the air, they are only theorists, have no practical application, and never deliver on the big plans they convince others to implement or support.

Consulting is basically an unregulated profession, and we must all, individually, do whatever we can to build and nurture its integrity and professionalism. First, we can refrain from these and similar boorish behaviors. Second, we can shun and discredit those that do.

If we don't police ourselves, someday we'll be faced with someone else legitimately trying to do it for us.

© Alan Weiss 2019

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

November 8

Partner Event: **SPC (The Society of Professional Consultants) Lunchtime Meetup**

1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA. [More info.](#)

November 11

Partner Event: **WIC (Women in Consulting) Networking Luncheon**
11:30 a.m. to 1:00 p.m. at LeQuay Restaurant, Campbell, CA. [More info.](#)

November 12

Seth Kahan: Breaking Through: Moving From Low 6-Figures to \$500k+
SAC Best Practices Webinar; 11 am PT. No charge for members.
[More info.](#)

November 19

Michelle Johnston, CPA: It's Not What You Make, It's What You Keep – Financial Literacy for Consultants
SAC PRACTICUM Webinar; 10 am PT. No charge for members.
[More info.](#)

November 20

SAC Pac Rim Meetup
12:30 - 5:00 pm in Melbourne, Australia. Contact [Clifton Warren](#).
[More info and to register.](#)

December 4 - Rescheduled!

Linda Popky: Write Now: How to Create Content That Drives Your Business in Today's Environment
SAC Learning Accelerator Lab; San Mateo, CA; 10 am - 1 pm PT. Assorted fees.
[More info.](#)

December 9

Partner Event: **SPC Dinner Meeting**
5:30 p.m. to 8:30 p.m. at Hilton Garden Inn, Waltham, MA. [More info.](#)

December 10

Leslie Austin: THE NARCISSIST SURVIVAL GUIDE: Working with and Managing Difficult People
SAC Best Practices Webinar; 11 am PT. No charge for members.
[More info.](#)

December 13

Partner Event: **SPC Lunchtime Meetup**
1:00 p.m. to 2:30 p.m. at Rebecca's Cafe, 800 District Ave, Burlington, MA. [More info.](#)

January 9, 2020 - rescheduled

Patricia Tripp: Superstar Sales Presentations
SAC Best Practices Webinar; 12noon PT. No charge for members.
[More info.](#)

February 18, 2020

SAC Regional Event with Alan Weiss in Miami, FL
Beyond Value Based Fees – Closing Bigger Options
[More info and EARLY BIRD registration.](#)

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



