



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

Consultants Thriving Ahead

We've just completed this year's SAC Annual Meeting and we're thrilled to tell you this was without a doubt a virtual success!

We had 32 sessions with 50+ speakers, and attendees from more than 10 countries around the world. Attendance was more than triple the number of people at last year's event.

We heard from customer panels, experts on innovation, resiliency, customer focus, consumer trends, and generating sales. Five different Birds of a Feather groups discussed best practices for getting speaking engagements, developing a coaching practice, writing books, building online courses, and leveraging public relations.

Want to catch the sessions you didn't see live? If you've registered for the event, go to the event page and checkout the video recordings for each session.

Feeling left out because you didn't attend the event? Not a problem. Purchase the event recordings at a special package price. Coming soon!

What do we do for an encore?

We're not resting on our laurels...we've got an amazing array of programming coming up soon:

- The Supply Chain SIG hosts their second session on Reshoring in a Post-COVID World On November 11th. [Learn more.](#)
- Wondering how to navigate the maze of health care options? Put November 11 on your calendar when [Anna Grubbs-Hodel](#) will help put all of this into everyday language in our latest PRACTICUM webinar.
- Want to build your skills? Check out one of our four upcoming Business Accelerator Labs (see more information below).
- Learn how to manage the media to build your practice with our December 9th webinar featuring media training expert [Penny Daniels](#).
- Technology and Health Care/Life Sciences SIGs launch soon. Interested? [Contact us.](#)

Meet this year's Advancing Consulting Award winner, **Gene Moran**, profiled below. Help us define the criteria for choosing next year's award winner by [joining the Award committee](#).

We'll continue our series of **Wine Down-Wake Up** online Meetups in November—come join us on November 16th and November 18th. Bring your SAC cup with you!

Please stay healthy and [let us know](#) how we can support you at SAC.

Linda and Lisa

VIRTUALLY THE BEST CONTENT ON THRIVING THROUGH AMBIGUITY...

Available now!

We've just uploaded the recordings of each session to the password-protected annual event pages. Check out the sessions you missed, or go back to listen again to those you found most valuable.

Annual Meeting Attendees: Don't forget to check out the special offer from speaker Steve Markman on the password-protected event pages (see link under his video).

Feeling left out? The set of recordings will be available for purchase at \$199 for members; slightly more for affiliates and non-members. Coming soon!



GENE MORAN WINS 2nd ANNUAL CORRIE SHANAHAN MEMORIAL ADVANCING CONSULTING AWARD

Congratulations to **Gene Moran**, founder and president of [Capitol Integration](#), the winner of this year's award for Outstanding Established Consultant. Read more about Gene below.



We will be reimagining the second Advanced Consulting Award for next year to honor a consultant who has performed in an outstanding manner as we come out of this pandemic. We're not sure exactly what that award will look like yet. If you're interested in serving on the awards committee to help shape the award criteria and review applicants, [contact us](#).

SIG UPDATE

The **Supply Chain SIG eBook** on the Strategic Supply Chain is available. The group is hosting global sessions about [reshoring post-COVID](#), and also offering free webinars on the strategic supply chain.

The **Nonprofit SIG** has developed a set of priorities and will be launching their first programs soon. Stay tuned!

Additional SIGs will be starting shortly.



Why The Strategic Supply Chain Matters

A publication of SAC Press
November 2020



SAC EUROPE-HOSTED ONLINE EVENT November 10th

SAC Europe has put together another great program featuring Sten Vesterli, founder and president of More than Code ApS, who will talk about "Client Contact - What Technology Do You Really Need?" This Zoom event is FREE to SAC members worldwide.

[Learn more and register today!](#)

ExpertClick!

SAC members are entitled to a 15% discount on ExpertClick's new release sender service.

[Learn more.](#)



Accelerate This!

Our business accelerator labs have been well-received. Join us for one of the next upcoming sessions:

November 19: Facilitate This – Mark D. Wolf

December 8: Get Known – Lisa Anderson

January 12: Speak Up! – Liz de Clifford

February 25: Write Now – Linda Popky

[Learn more and to register.](#)

SAC IN PICTURES

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

SAC Wine Down Event - Oct 2020



Supply Chain SIG Reshoring in a Post COVID World - Oct 2020



Ask Alan Q&A, SAC Annual Meeting - Oct 2020



Diana Jones with her blue SAC cup.

Are you using yours?

Send us a picture!

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.

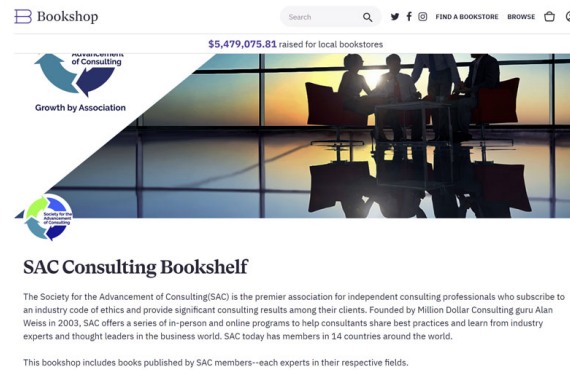
Please add/update your social media handles in your profile so that we can follow and tag you.

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.](#)

SPECIAL ANNUAL MEETING BOOKSTORE

Books written by our Annual Meeting speakers and hosts are now available in a special SAC Annual Meeting Bookshop. We have a separate list of the long list of books written by our founder Alan Weiss. [Check these out now.](#)



Bookshop

\$5,479,075.81 raised for local bookstores

Growth by Association

SAC Consulting Bookshelf

The Society for the Advancement of Consulting (SAC) is the premier association for independent consulting professionals who subscribe to an industry code of ethics and provide significant consulting results among their clients. Founded by Million Dollar Consulting guru Alan Weiss in 2003, SAC offers a series of in-person and online programs to help consultants share best practices and learn from industry experts and thought leaders in the business world. SAC today has members in 14 countries around the world.

This bookshop includes books published by SAC members—each experts in their respective fields.

Meet Our Members: Gene Moran

This month we're profiling Gene Moran. [Contact Gene.](#)

Gene Moran is founder and President of [Capitol Integration](#). Gene helps companies of all sizes achieve dramatic outcomes in Washington, DC. Focusing on federal funding and policy support for defense and security companies, Gene guides clients through the complex process of gaining, protecting and increasing federal funding at the strategic level. His results are measured in the billions of dollars. Gene wrote the book on the federal process, *Pitching the Big Top: How to Master the 3-Ring Circus of Federal Sales*.



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

My differentiators are breadth of experience, approachability, and value. The US government customer can be challenging, primarily because the customer isn't one person. Instead, the government customer is a constellation of decision makers, each with different decision-making authorities that come into focus at specific points in time. That multi-year process spanning agency and customer decision making is intimidating for the uninitiated. There is a cottage industry of DC "helpers" who each specialize in parts of the process. I'm a generalist working across the entire the 3-Ring Circus of Federal Sales: industry, agency, and Congress. My value for clients is my ability to radically simplify the process and guide them to the right doors at the right time. We aren't in it for the quick win. Together, we bring good government solutions forward that solve needs for the government while allowing the client to make a fair profit.

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

We are all involved in sales of one form or another. Sales is something to embrace. It's part science and part art. It took me a while to recognize and then fully embrace this concept. I now view it as sport. I get invigorated when I'm interacting with a prospect. The classic "being in the moment" takes some practice, but I've learned that when you practice, being in the moment makes the real sales engagement more fun.

What do you find most valuable about SAC?

100%, it's the people. Being able to surround myself with peers who share a common mindset for growth and improvement is invaluable. I have connected with many fellow SAC members, both individually and in small groups. I also try to use the professional services of fellow SAC members. When there's a fit, I don't hesitate. SAC members are proven in their fields, motivated to provide good service, and are very disciplined about delivering to their word. Those are people I want to work with and surround myself with.

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.](#)

October Press Release - Consulting Society Announces Consulting Award Winner

NEW YORK, NY—The Society for the Advancement of Consulting® (SAC), a leading global association of independent consulting professionals, today announced the winner of the Corrie Shanahan Memorial Award for Advancing Consulting. The award, was announced at the 17th annual meeting of the organization, held virtually this year with an extended agenda and broader participation.

[Learn more.](#)

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: *What advice do you have for clients to grow and increase profitability in the post-COVID world?*

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!

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.

Weiss Advice:

LEARNING THE BASICS OF CONSULTING METHODOLOGY

I've been increasingly encountering consultants who are bidding on—and sometimes winning—contracts that call for methodologies and competencies which they don't really possess! In the last month alone I've received honest inquiries (and sometimes not-so-cleverly veiled mysterious questions) about how to conduct focus groups, what to do when faced with a post-merger culture, what to ask in an interview, and how to facilitate a strategy retreat.



I've always been an exponent of "pushing the envelope" and trying things I've never done before, but I've also carefully educated myself, prepared my approach, and anticipated contingencies. I've never accepted an assignment without a clue about how to implement and simply hoped for the best.

Also, enrolling in the “schools” being offered on facilitating, coaching, and other areas doesn’t constitute some magical certification (or even an in-depth learning experience). My question is always the same: Who certifies the certifiers?

If you’re going to undertake consulting delivery, then you have to make some decisions about your array of competencies. Some consultants and even some major firms have a single methodology. They do one thing well (one would hope) in a field such as strategy, customer sampling, technology, sales skills, or problem solving. They may be one-trick ponies, but they know it and make a conscious choice, which is a viable strategy, although not one I’d enjoy.

My philosophy has always been to diversify as much as possible and attain as many skills as I can master (although finance and technology have proved to me the outer limits of this particular metropolis). But I’ve rigorously learned my craft in all areas in which I operate, sometimes introducing my own improvements and direction. But no matter what your own strategy, it’s unthinkable that you should expect to be a respected professional unless you learn the basics of even those methodologies that you may not personally choose to employ but which nonetheless do represent the core of our profession’s technology.

No matter what your specialty or how broad your generality, I believe you should be minimally conversant in these areas:

- focus groups, interviewing, similar sampling techniques
- problem solving, decision making, and planning
- innovation and creativity
- communication, feedback, and interpersonal relations
- strategy formulation and implementation
- behavior modification
- performance evaluation and succession planning
- coaching and counseling
- conflict resolution and negotiating

Too ambitious? You can be the judge. I’m not calling for consulting expertise in all of them (although many of us can perform in all of those areas), but merely the ability to know how they work and what they entail.

If you bid on projects that involve areas of competence you don’t possess and don’t understand, you’re not a consultant, you’re merely a slick (and lucky for the moment) sales person.

© Alan Weiss 2020

Note: Join my [50-week Deep Secrets](#) video and audio learning series: Learn quick techniques to improve your control and your language.

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

Upcoming SAC Events

Nov 11

Reshoring in a Post COVID World, Europe / North America Perspectives

SAC SIG Event: Free event; 7am PST

[More info.](#)

November 11

Anna Grubbs-Hodel: Health Insurance 101 for 2021: Understanding and Anticipating

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

[More info.](#)

November 19

Mark D. Wolf: Facilitate This: How to Uplevel Virtual Meetings and Workshops

SAC Business Accelerator Lab (via Zoom); 12pm PST (2.5 hours)

[More info.](#)

December 8

Lisa Anderson: Get Known

SAC Business Accelerator Lab (via Zoom); 1pm PST (2.5 hours)

[More info.](#)

December 9

Penny Daniels: Managing the Media to Build Your Practice

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

[More info.](#)

January 12

Liz de Clifford: Speak Up!

SAC Business Accelerator Lab (via Zoom); 12pm PST (3 hours)

[More info.](#)

February 9

Steve Markman: Attaining Speaking Engagements: Action Steps to Boost Visibility, Generate Business Leads, and Create Thought Leadership

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

[More info.](#)

February 25

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

SAC Business Accelerator Lab (via Zoom); 11am PST (2.5 hours)

[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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