



## Newsletter of the Society for the Advancement of Consulting® - October 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.*

### Fall into Greater Success

We're entering the last quarter of 2019. Are you doing everything you can to not just end the year with great success, but prepare for an even better 2020?

If you have not already registered for the [SAC Annual Meeting](#) in New York in November, you're missing an incredible opportunity. Early-bird discounts end October 18th, and so [register now](#). See below for more information.

**Regional events are abounding!** We have events in Barcelona, Spain, Miami, FL and Australia coming up over the next few months. Check out the [calendar](#) for events near you.

Welcome to **Diane Garcia**, who joins us as the ambassador for the Pacific Northwest.

Diane L. Garcia (Lorraine Consulting, LLC), has over 13 years experience in supply chain management and is an expert in helping clients improve on their unique operational business processes. From Fortune 500 companies to sole proprietor businesses, Diane actively participates in the delivery of solutions by assessing current state and thoroughly analyzing client business requirements.



[More information](#) on Diane.

**If you haven't gotten a call from us yet, be prepared: you will.** Our ambassadors are reaching out to SAC members to make sure you are aware of all the value SAC provides and to ask for your input as to what else we can do to improve your SAC experience. Please let us know what you like and what we can be doing better!

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

Lisa and Linda

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### New This Year: An Immersive Annual Meeting Experience

### Early Bird Discounts Expire Soon!



# Innovate to Accelerate

SAC Annual Meeting  
November 5-6, 2019  
New York City

**We have just a few spaces left for this year's annual meeting in New York. Prices go up on October 18<sup>th</sup>. Don't miss out!**

Join us for an immersive, hands-on experience, where participants will leave established beliefs behind and consider how to accelerate their business in 2020 by thinking and acting more innovatively.

## Speakers include:

- SAC founder **Alan Weiss**: *Innovate to Accelerate – Why Speed Matters*
- **Amanda Setili** and **Lisa Anderson**: *What Is Profitable Innovation for a Consultant Anyway?*
- **Libby Wagner**: *Channeling Your Internal Poet for Innovative and Effective Writing*
- **Steven Morris** and **Owen O'Suilleabhain**: *The Circle of Artistry – Elevating and Accelerating Your Practice*
- **Constance Dierickx**, **Joanne Irving**, and **Dorie Clark**: *Put Me in Coach—Innovative Approaches to Building a Coaching Practice*
- **Dorie Clark**: *Accelerating Growth Through Multiple Revenue Streams*
- **Lisa Anderson** and **Linda Popky**: *Presentation of the Inaugural Advancing Consulting Awards*
- Award winners and **Pam Harper**: *How We're Accelerating Our Practices*
- **Jonathan Bowles**: *If You Can Make it Here, You Can Make it Anywhere. How New York City Innovates*
- **Linda Popky**: *Putting it All Together – Your Immediate Action Plan*

To make this a truly hands-on experience, we are limiting the number of participants. **If you have not yet registered, [do so immediately](#). Don't be left out!**

p.s. Our room block at 50 Bowery is just about full. [Contact them](#) as soon as possible to get the special SAC discounted rate.

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## SAC Europe Heads to Barcelona

### Building a Thriving Consultancy Workshop – October 18, Barcelona, Spain

Following on from the inaugural SAC Europe event in Dublin in June, this full-day event is designed to teach you how to create attraction, maximize conversion, and ensure retention of high-value business for your consultancy practice.

In addition to presentations from seasoned practitioners who have achieved these goals, we will work together in practical workshops to enable you to gain practice in developing strategies for your own businesses and converting these into action plans that you can take away and begin to execute immediately.

Topics include:



- Presenting compelling value-based proposals that generate business - **Wayne McKinnon**, President of the McKinnon Group, Ottawa, Canada
- How to promote your business more effectively - **Linda Popky**, Executive Director of the Society for the Advancement of Consulting and owner of Leverage2Market Associates, California
- Writing a book and getting it published - **Patrick Daly**, Managing Director of Alba Consulting, Dublin, Ireland

Limited seats available. [Register now.](#)

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## We've Been Listening - Now It's Your Turn

We listened to your requests for downloadable audio files of our webinars, so that you can listen in your car or on the go. We're excited to announce that these are now available in the members only resources section under webinars. There are nearly 20 Best Practice and PRACTICUM webinars available for viewing or audio download. [Take a look](#) and [let us know](#) what additional topics you would be interested in for our 2020 series.

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## SAC Heats Up With Miami Event in February

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**, 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.

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## SAC Chicagoland Meetup

Our Chicago contingent met last month.

For more information on how to join them in the future, please contact [Praveen Puri](#).



## 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.

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## Meet Our Members: Oriol Lopez Villena

*Oriol lives in Barcelona, Spain. He is a trusted advisor to business owners, helping them grow their businesses and thrive by providing a clear strategy definition and a total orientation to action and continuous improvement. He is the author of several books, including The Proactive Entrepreneur, Path to Profit, A Firm with Strategy, and Creating a Successful Company (not yet available in English).*



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

I believe that a business that thrives is a business where profit grows, cash flow, talents leads, and time frees. I work with business owners who want to think and act with a clear strategy in mind, to improve their results, increase the value for their stakeholders, and enhance their leadership. I'm focused on strategy, performance, and management, in order to achieve dramatic results faster.

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

It's about value and results—not methodology. I've asked too many times about the HOW, instead of thinking more about the WHY should I be doing this and the WHAT I should be doing. Also, the slower you build a relationship, the fast you gain business. In the beginning, I rushed for business, losing time and efforts chasing false opportunities, instead of building and nurturing relationships with buyers.

### **What do you find most valuable about SAC?**

Being part of a community in constant evolution, that puts relationships in front of every aspect and involves people to make it grow and thrive in an organic way.

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### ***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.](#)*

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## [Sign Up Now for the Annual Meeting](#)

November 5-6 in New York City.

[The Hotel 50 Bowery](#) in Manhattan is now owned by Hyatt. This boutique hotel is fun and modern and a great setting at the intersection of Canal Street and the Bowery. We have a small block of rooms reserved at an outstanding rate for New York City. [Reserve your room now.](#)



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## **This Month's Featured Benefit: Travel Destination Discounts**

Getting ready for a trip? Don't forget to check the travel discounts available to you as a SAC member. Whether you're looking for a hotel, entertainment discounts, access to preferred seating and tickets for top attractions, theme parks, shows, sporting events, or more—your SAC membership allows you to get special deals not available to the general public.

[More information.](#)

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## 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](#).

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## SAC October Press Release: Ethics Come from the Inside-Out in Exceptional Leaders

CLAREMONT, CA—The tide of ethical scandals ebbs and flows into the public spotlight. But according to members of the Society for the Advancement of Consulting, exceptionally ethical leaders set their moral compass early on and continually prioritize high ethical standards. [Read more](#).

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## 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 11<sup>th</sup>**. Please remember to check your grammar and provide your name with attribution!

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## [Weiss Advice:](#)

### PART-TIME OR FULL-TIME?

I receive inquiries all the time about whether people can be successful entering the consulting profession part-time and transitioning to full-time, or even remaining as a part-time practitioner without giving up the "day job."



The answer is: It depends upon your objectives.

First, let me define part-time work, since all of us are "part-timers" in that we're virtually never engaged 40 hours a week on consulting work. A part-timer is someone who has other means of income in addition to consulting income, and those other means are substantial. This might include a full-time job with a high-tech company, another part-time job selling real estate, or ownership of an insurance brokerage.

A full-time practitioner is someone whose overwhelmingly predominant income flows from the consulting practice, although he or she might have other minor sources, such as investments, hobby income, and occasional work as a professor (as opposed to being a professor who consults on occasion).

Now, if your objectives are to make a little extra money, enhance your learning, respond to an urgent request from a friend who needs your help, provide variety in your life, and/or to try something different to see if you can do it, there's nothing at all wrong with part-time consulting. Assuming you have the expertise (part-time consulting is usually reliant on a particular specialty) and the basic consulting skills, you can meet some or all of the objectives above. I've known people who have "dabbled" in the profession for over a decade, all the time maintaining other, primary sources of income, even though they might make close to six figures from their consulting practice in a good year.

However, if your objectives are to build a clientele, create a body of work, develop a large, primary source of income, gain visibility and credibility, be sought-out nationally and internationally, and/or to create equity in a company (albeit a personal services firm) which might attract a buyer someday, then full-time focus and commitment are required. Although few people need to consult 40 hours a week to gain those objectives, all of us have to be able to focus on them at will, continually, and without the distraction of obligations to employers.

The moral here is to keep your objectives clear (and they may change over time, naturally). There's nothing wrong with "dabbling" if you're legitimately improving the condition of your clients. Just don't think that it will naturally metamorphose into full-time work and national recognition. There's also nothing wrong with taking prudent risk and launching a full-time career. Just don't think it can be maintained by sitting by the phone and awaiting that certain ring.

When I began my full-time career 30+ years ago I traveled 80% of the time. Last year, I traveled less than 20% of the time, and at my own discretion. I'm no less full-time now than I was then. Once you're committed to your status, you can manage the variables. But you have to be honest and clear about what your commitment to, and expectations from, this profession are.

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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](#).*

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## Upcoming SAC Events

**October 8**

**John Tulac: Going Global: What You Need to Know to Be Successful in Today's Business Environment**

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

[More info.](#)

**October 11**

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

SAC Business Accelerator Lab; Berkeley, CA; 10 am PT.

[More info.](#)

**October 11**

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

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

**October 14**

Partner Event: **WIC: Own Your Greatness: The Imposter Syndrome (Women in Consulting)**

11:30 a.m. to 1:00 p.m. at LeQuy Restaurant, Campbell, CA. [More info.](#)

**October 18**

**SAC Europe Meetup in Barcelona**

**Building a Thriving Consultancy Practice from Europe 2**

[More info.](#) Contact SAC Ambassadors, [Patrick Daly](#) or [Hamish MacKenzie](#) with questions.

**October 28**

Partner Event: **SPC Dinner Meetup.**

5:30 p.m. to 8:30 p.m. at Constant Contact, Waltham, MA. [More info.](#)

**October 30**

**Alan Weiss: Building a Thriving Consulting Practice**

SAC Best Practices Webinar; 2 pm PT. No charge for members.

[More info.](#)

**November 5-6**

**SAC Annual Meeting**

New York City! [More info.](#)

### November 8

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.](#)

### November 11

Partner Event: **WIC 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.](#)

### mid-November

**SAC Australia Meetup - in Melbourne**

Contact SAC Ambassador, [Clifton Warren](#) for more information.

### 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 5 and 6

**SAC Annual Meeting in New York City**

[More info.](#)

### December 9

Partner Event: **WIC Networking Luncheon**

11:30 a.m. to 1:00 p.m. at LeQuay Restaurant, Campbell, CA. [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 11

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.](#)

### 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.*

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## Society for the Advancement of Consulting

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