



## Newsletter of the Society for the Advancement of Consulting® - October 2021

*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.*

### Honoring Excellence and Innovation

We're on day two of this year's Annual Meeting, and the presentations so far have all been valuable. We started this morning's session with the announcement of the winners of this year's Corrie Shanahan Memorial Advancing Consulting Awards.



**Constance Dierickx**

**Amy Showalter**

**Constance Dierickx** has been named the Consultant of the Year. **Amy Showalter** is the winner of our inaugural Creativity & Innovation Award. Congratulations to Constance and Amy! Read more about them in the [news release](#).

This year, we had more applications than ever before. We truly have many talented members in the SAC community. The committee is looking at how we may be able to recognize more than one winner in each category in the future.

Thank you to Pam Harper and all the members of the [Awards Committee](#), who worked diligently to review applications, contact references, and ensure the process worked smoothly.

#### **Miss the Annual Meeting? No FOMO here!**

All annual meeting sessions will be recorded and be available to registered attendees to view on demand. If you're not attending the event live, you can [purchase the recordings](#). More information below.

Meanwhile, we have three outstanding events coming up for you in November:

**Russell Trahan**, author of *Sell Yourself without Saying a Word*, will share his thoughts on how to properly marketing your book in November's PRACTICUM webinar on November 9th.

**Diane Garcia's** popular **Facilitate This!** Accelerator Lab will be back for an encore event on November 11th.

And, on November 16th, **Amy Showalter**, this year's Creativity & Innovation Award Winner, will share her thoughts on how to enable creativity and innovation in a challenging market —working with political action committees and advocacy groups.

What can we do to improve SAC for you? [Let us know!](#)

Linda and Lisa

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## Miss the Annual Meeting? No FOMO here!

All annual meeting sessions will be recorded and will be available to registered attendees to view on demand.

### Purchase the Recordings

If you're not attending the event live, you can purchase the recordings.

[Recordings](#) are available to SAC Members for \$199 and to Nonmembers for \$299.

If you have purchased the Annual Meeting or the recordings, here is a [link](#) to the recordings. (Refer to the password provided.)

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## Tell It Like It Is and Get a Free Gift

How has SAC impacted your business and professional development? Create a short (1-2 minute) video that talks about your experience with SAC. Share it on LinkedIn, YouTube, Twitter, and/or Facebook and [send us the link](#). The first 7 people to do this will win a special gift from SAC.



## New SAC PRACTICUM Webinar: How to Properly Market Your Book - Russell Trahan - November 9

Russell Trahan, author of [Sell Yourself Without Saying a Word](#), has more than 25 years in the public relations field. He started his career working with Chamber of Commerce and Downtown Business Associations coordinating their marketing, public relations, and event management. Gathering experience at a top 10 market radio station, Russell then returned to the non-profit sector. After a tenure with the Walt Disney Company, he joined [PR/PR](#).

One-hour webinar; FREE for SAC members.

[More info and to register.](#)

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## Facilitate This: How to Uplevel Virtual Meetings and Workshops - Diane Garcia – November 11

**Back by popular demand:** This interactive workshop will give you new facilitation tools and provide practical experience in creating more effective, more impactful virtual client meetings and workshops.

You will be able to apply what you learn about facilitation immediately with effect in your next meeting or training. You will come away with easy-to-implement approaches that strengthen client/participant impact, thereby increasing trust and engagement that will lead to greater impact and outcomes. This is an interactive hands-on Zoom workshop that will be limited to no more than 12 participants.

2.5 hour business accelerator lab; SAC members: \$79, general public: \$159



[Learn more and to register.](#)



## SAC Best Practices Webinar - November 16 Presented by Amy Showalter, this Year's Creativity and Innovation Award Winner

One-hour webinar; FREE for SAC members.

What can we do to be more creative and innovative in our practices? How can we help our clients be more creative and innovative as well.

**Amy Showalter**, the winner of this year's inaugural award for Creativity & Innovation, will share her thoughts on how she has driven innovation among her clients through the improved performance of their Political Action Committee and advocacy programs.

[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: MEMBERSHIP RENEWAL INFORMATION FOR 2022

Although we are hoping to hold the annual meeting in New York City next October, all of our other programs will be offered online for the foreseeable future. Therefore, as of January 1<sup>st</sup>, membership for international members will be at the same fee level as North America (\$375/year). However, **International members who want to renew their membership by December 31<sup>st</sup> can lock in the lower \$325 rate for another year.**

Membership fees for North American members will remain the same in 2022. But we have an offer for you, too! Renew your membership in 2021 before your regular renewal date and we'll include a coupon for 20% off next year's annual meeting fee (either in-person or hybrid).

[More information.](#)

## ANNUAL MEETING SPEAKERS' BOOKSHELF



[View and purchase](#) the more than 30 books published by our conference speakers.

[View and purchase](#) Alan Weiss's books.

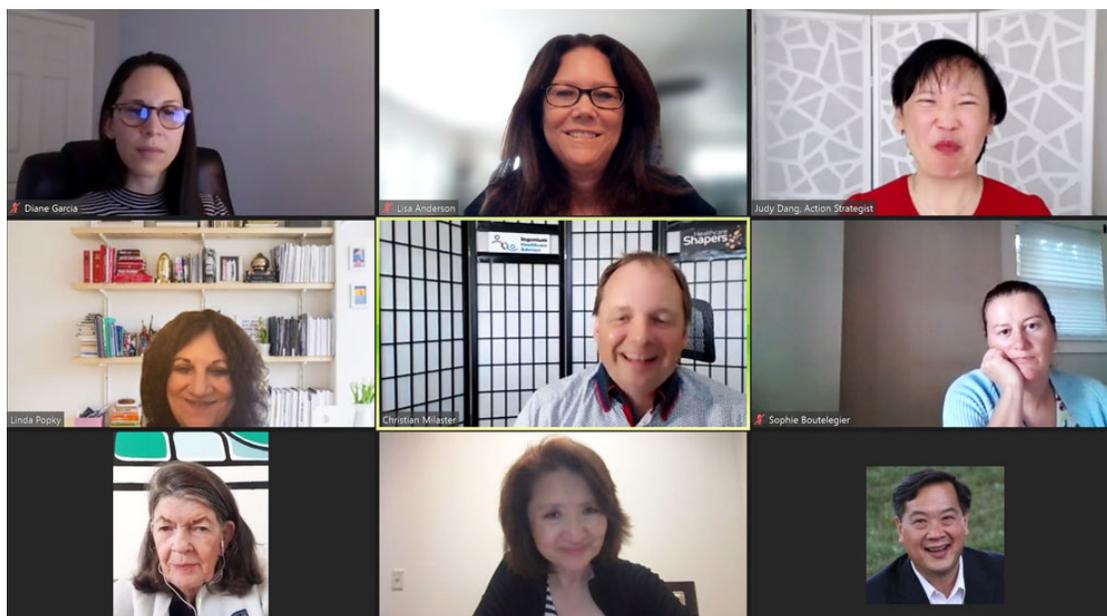
## SAC IN PICTURES

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

### Nonprofit SIG Meeting - September



### Refresh and Refocus in Q4 with Judy Dang - September



### Ambassadors' Meeting - September



## Wine Down/ Wake Up - September



## 6 FREE WAYS SAC HELPS MARKET YOUR PRACTICE

As a solo or small firm consultant, you want to leverage all marketing opportunities available to you. SAC offers 6 easy ways to get your business extra visibility worldwide.

All of these opportunities involve getting nonreciprocal links to your website or your LinkedIn profile, which potentially can get you new clients and will definitely bring you more visibility. A nonreciprocal link means that SAC's website links to you but you don't necessarily link back. Search engines tend to give more value to nonreciprocal links, so if you are into SEO, this is for you!



How many of these are you participating in?

1. Write 2-3 sentences for a bi-monthly SAC press release by filling in the [Press Release Contribution Form](#). A link to your website is included in your submission and the press releases are sent out to worldwide news media via expertclick.com.
2. Submit your books to [SAC in Print](#). Your books are displayed with a link to where to buy them, i.e., your web page or Amazon. Your commercially published books also get added to the [SAC Consulting Bookshelf](#), providing you with TWO additional channels to sell your books and/or link to your website.

3. Submit your podcast to [Podcast Central](#). Another link to your business! More about this new member benefit can be found in this newsletter.

4. Write an [article](#) for our blog. Insert links to your business here, too! And your name as the author is linked to your SAC profile, which has your contact info.

5. Join a [Special Interest Group](#) which has member photos and links to your profiles and LinkedIn pages.

6. Fill out a [SAC Spotlight Contribution](#) form to highlight an achievement, such as a promotion or winning an award, a new book or podcast, etc. The SAC Spotlight is featured in our monthly newsletters that are archived on our website.

Go get some additional nonreciprocal links and improve your SEO and your business's visibility!

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## Meet Our Members: Colleen Francis

*This month we're profiling Colleen Francis. [Contact Colleen.](#)*

Colleen is driven by a passion for sales—and results. She works with business and sales leaders to synergize the sales DNA of the organization to seize market opportunities. Whether designing strategy to target a new market or working with a team to improve its productivity, Colleen's results have attracted clients such as Merck, Abbott, Merrill Lynch, Royal Bank, Dow, Adecco, Trend Micro, NCR, Chevron, and hundreds of other global organizations.



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

As a sales expert, I'm sales process- and methodology-agnostic. My job is to help customers succeed using the best approach for their market and their customers, which starts with an understanding of how the buyer wants to buy, as opposed to most consultants that start with how the company wants to sell. When we turn "selling" on its head this way, we are able to reduce friction in the buying process, close more deals at a higher profit, and keep more customers retained in the long term.

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

Everything! Joking aside, I wish I had reached out for help and for a mentor earlier in my career. I spent too much time trying to "figure it out on my own," resulting in a lot of trial and error. The coaching guidance from Alan and mentorship from others in this community resulted in me achieving in one year what had previously taken me seven. Ask for help!

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

Learning from others. The power of mentorship and community is invaluable. If you are willing to listen openly to others, and to implement and measure results objectively, your business will grow more easily, quickly, and profitably.

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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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## October Press Release: The Best Companies Innovate for Growth, Not Just Survival

CLAREMONT, CA— Results-based innovation has come to the fore during the COVID-19 pandemic, according to The Society for the Advancement of Consulting® (SAC). Executives and organizations unsurprisingly moved to products and services that maintained top-line growth. But the crème de la crème went a step further—creating whole new processes that exploit future trends today.

[Read more.](#)

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## November 12th 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 ARE THE KEY TRENDS YOU THINK BUSINESSES SHOULD BE AWARE OF IN 2022?***

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 12th**. 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.

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## SAC Spotlight

Welcome to our new feature—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:



[Your Path to Nonprofit Leadership](#) offers guidance to senior leaders in the philanthropic sector. [Dr. Patton McDowell](#) brings 30 years of coaching and consulting experience from his work with more than 240 nonprofit organizations. The show features over 120 interviews with nonprofit leaders and experts in philanthropy from around the world.

**Mark Wolf** was featured in media that coincided with the September 28th launch of his Sustainability Career Program (group coaching). He was a guest on Patrick Daly's [Interlinks radio show](#) and also on Columbia University's Climate School State of the [Planet Blog](#). His program was featured in the Columbia University Alumni Newsletter (9/10). Excerpt: "[Mark] is currently offering his proven Sustainability Career Workshop to address the needs of experienced professionals who want to either advance or pivot their career into sustainability. It is for those who want a clear strategy and roadmap to create the right sustainability opportunities that seem elusive."

**Roberta Matuson** has just published her sixth book, [Can We Talk: Seven Principles for Managing Difficult Conversations at Work](#). *Can We Talk?* includes examples and advice from those who have been there and thrived, as well as lessons learned from conversation failures and example scripts of productive conversations. Readers will learn how to prepare, start and manage the potentially challenging exchange of words that typically occur at work, and come away with an understanding that for any conversation to take place, both parties must be engaged.

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

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## New Member Benefit: Podcast Central

Are you the host of a podcast? See our [growing list](#).

## Weiss Advice:

### OUT WITH THE OLD

Well, we're back to live presentations and in-person meetings. We need to get out some of the old business clothing and start washing our hair. A female colleague told me she was walking around the house in heels to see if she could still do it. I'm trying to find all my shaving paraphernalia.



But.

We shouldn't be attempting to recreate an obsolete past. We should be creating a new future. It's time to abandon the old formulas, the choreographed meetings, the PowerPoint crap, and the mindless formalities.

Try insisting on meeting only the buyer. Confront the buyer with these same facts: Pre-pandemic strategies simply won't work today (or tomorrow). Consider streamlining everything you do: reduce time frames, throw out the bells and whistles, raise your value and your fees.

The greatest advancements in medicine, communications, technology, and related areas have often arisen during warfare out of exigent need. This may not be war, but it is an opportunity to exploit what we had to do during "lockdowns" into something we now choose to do today. What are you doing well you should retain? What are you doing fairly well that you should improve? What are you doing that doesn't need to be done at all? And what do you need to start doing that you weren't doing?

There's a strategy. And while you're at it, buy some new clothes.

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

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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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## Upcoming SAC Events

**October 28**

**SAC Wine Down / Wake Up**

Zoom meeting: 4pm PT. No charge for members.

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

**November 9**

**Russell Trahan: How to Properly Market Your Book**

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

[More info.](#)

**November 11**

**Diane Garcia: Facilitate This!**

SAC Business Accelerator Lab; 12pm PT.

[More info.](#)

**November 16**

**Webinar: Presented by Amy Showalter, Creativity & Innovation award winner**

SAC Best Practices Webinar; 11am PT.

[More info.](#)

**December 7**

**Steven Morris: Trust Me On This: What Consultants Need to Know to Build Their Brand and Social Currency**

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

[More info.](#)

**January 13, 2022**

**Val Swisher: Creating Compelling Content**

SAC Best Practices Webinar; 11am PT.

[More info.](#)

**February 15, 2022**

**Nancy MacKay and Alan Weiss: The Modern Trusted Advisor**

SAC Best Practices Webinar; 11am PT.

[More info.](#)

**February 22, 2022**

**Tips from the Top: Presented by Constance Dierickx, Consultant of the Year award winner**

PRACTICUM Webinar; 11am PT.

[More info.](#)

***Mark your calendar!***

*Webinars are included in your SAC membership. **Join or renew** your membership now.*

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