



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

Back in the Saddle Again

While there's still technically a few weeks of summer in the northern hemisphere, September is typically when people return from vacation, hunker down, and get back to work. In many ways, it's the start of a new year.

This year is different, because, well, everything in the world is different right now. But we are starting to see kids go back to school and some semblance of normality in work environments.

That means this is the time to focus on finishing 2021 on a high note and getting prepared to launch a terrific 2022.

We have three don't-miss events for you coming up in the next 6 weeks:

Judy Dang's **Refresh and Refocus Accelerator Lab** on September 14th. You'll leave with a one-page action plan for how to prioritize for success this quarter and the coming year. [More info.](#)

Want to be better at working with C-Suite executives? Then you won't want to miss the September 22nd webinar with **Charmaine McClarie**. [More info.](#)

The SAC Annual Meeting to be held virtually October 5-7, will give you the ammunition you need to hit the ground running this Fall. We've got three days of great content, networking, breakout sessions. [More info.](#)

If you haven't registered yet, do it NOW. Rates go up September 15th.

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

Linda and Lisa

**DON'T MISS THE MOST
IMPORTANT CONFERENCE FOR
SOLO CONSULTANTS THIS YEAR!**
Oct 5-7, 2021

Prices go up Sept 15th!

**Virus. Vaccines. Lockdowns. Supply chain
disruptions. Layoffs. Hiring shortages.**

**READY
for
REBOUND**



Growth by Association

The last year and a half have been crazy. While no one can predict exactly what comes next, we do see the rebound happening around us. Yes, companies are hiring and people are traveling, but the old normal is gone forever. We're living in unprecedented times, which means your clients need you more now than ever.

That's why you do not want to miss this year's Annual Meeting.

We'll be discussing the trends impacting businesses around the world. You'll learn about the skills and capabilities consultants will need to help clients thrive in this new changed business environment. You'll discover how savvy consultants are promoting their businesses in this new world. Plus our popular client panels will be back: hear what clients have to say about their consulting needs in 2022 and beyond.

[Register now](#) before prices go up on Sept 15th.

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.



Charmaine McClarie

New Best Practices Webinar: Working Effectively with Clients in the C-Suite - September 22

An informal, highly-interactive session with C-Suite Coach **Charmaine McClarie** answering the critical questions, including your own, to successfully access and influence senior executives.

FREE for SAC members.

[More info and to register.](#)

STILL TIME LEFT TO REGISTER! Refresh and Refocus – September 14

New SAC member **Judy Dang** is offering an exciting new accelerator lab in September.

Judy will lead us through exercises to review the year and create a simple action plan for Q4. What worked well this year? What needs to change so you have a successful end to 2021? You'll leave with a one-page action plan for how to prioritize what to do next in your business for Q4. Bring a stack of post-its. This is a working session. [Learn more.](#)



Judy Dang



Back by popular demand, **Diane Garcia** will offer another session of Facilitate This! In November. [Learn more.](#)

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 NOTE ABOUT MEMBERSHIP RENEWALS

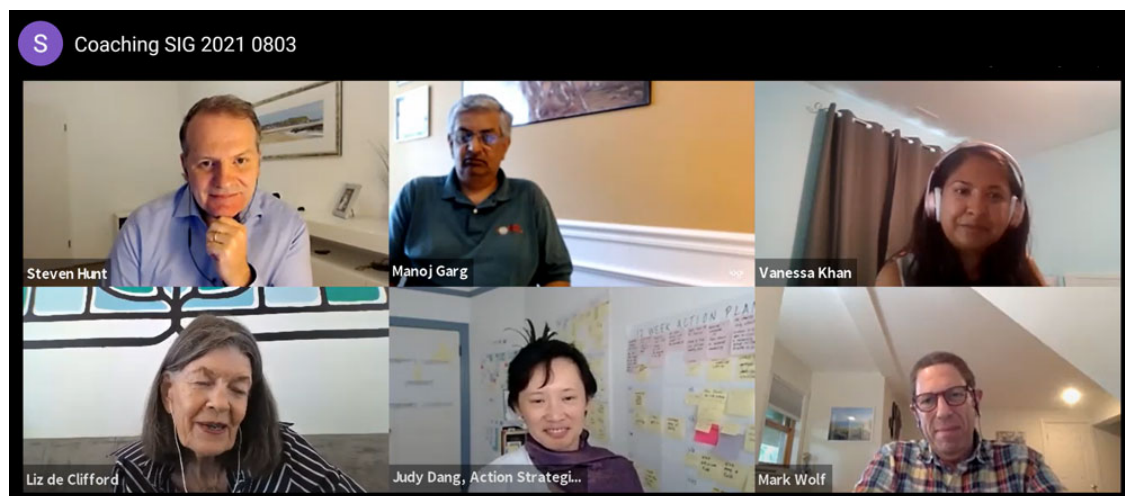
You SAC membership will renew automatically at the end of each 12-month period unless you cancel it on the member website or [send us](#) an email. You'll receive a heads-up notice 45 days prior to the scheduled renewal date. If for some reason you don't want to renew, please tell us at least 3 days before the renewal date. More information.

[More information.](#)

SAC IN PICTURES

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

Coaching SIG Meeting - August



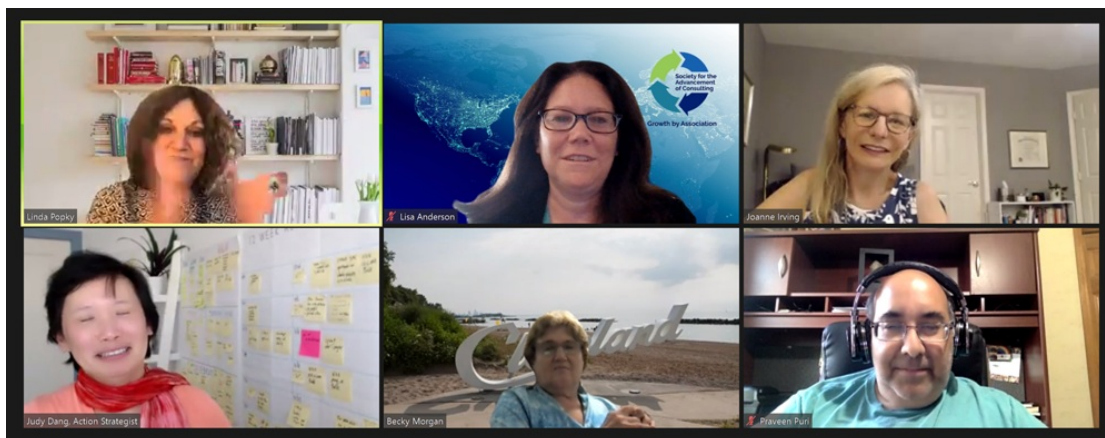
Technology SIG Meeting - August



Awards Committee Meeting - August



Wine Down/ Wake Up - August 26



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!

Meet Our Members: Mark Cioni

This month we're profiling Mark Cioni. [Contact Mark.](#)

Mark's company, MV Cioni Associates, helps clients to optimize business decisions, operations and performance.

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

A broad and deep base of experience that includes business process design and optimization, technical expertise, business benefits realization, and organizational change leadership.

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

The perceived value of an intervention is more important than its meritocratic aspects...Logic versus emotion.

What do you find most valuable about SAC?

Diversity of thought and perspective, development offerings, and camaraderie combined with willingness to help members.



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.](#)

September 14th 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: *How have you seen your clients and others effectively use creativity and innovation through the pandemic?*

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 September 14th**. 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 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:



David Ogilvie recently held the latest of his regular exclusive executive lunches. His lunches are restricted to business owners and or CEO&CFOs and involve confidential discussion on a variety of topics currently facing those executives. The topic of his latest lunch was "The C-Suite's Guide to a Resilient Supply Chain". [More information.](#)

Linda Popky has joined SAC member **Dan Weedin's** *Seattle Shrimp Tank* podcast as a guest host. This is a weekly syndicated podcast on business and entrepreneurship. [Learn more.](#)

Urko Wood, Founder and Innovation Guide at [Reveal Growth Consultants](#), was voted #36 among [The Top 40 Innovation Bloggers](#) in an annual poll conducted by author and speaker, Braden Kelley. Urko helps companies and professional associations drive growth through innovation using the [Jobs-to-be-Done](#) innovation approach. You can read his articles and blog [here](#).

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

New Member Benefit: Podcast Central

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

Want to be included on the Podcast Central page? Fill in our [SAC Podcast Form](#).

Weiss Advice:

There's a man by the name of Keith Darcy. He's a few years older than I, and we're in contact maybe once a year these days. He attended my 70th birthday party and I hope he'll attend my 75th. He's mentioned in the acknowledgements of the third book I ever wrote, on strategy.



Keith was, in the early 80s, an executive at Marine Midland Bank (now a part of HBSC). A woman who worked for him had purchased a \$15 booklet from me on innovation (promoted in a hard copy, mailed newsletter) and she gave it to Keith and suggested he meet me. He agreed, and she set up a meeting in New York City, alerting me that he had only a 45-minute window.

At that meeting, we struck up a great conversation, but the time flew by and I had nothing—not any hint of a project, issue, problem, or opportunity. Nothing. And at 40 minutes Keith said, "Alan, I'm sorry, I'm enjoying this immensely, but I have another meeting in a few minutes."

"I know," I said morosely, "I really learned quite a bit from our time together," and I didn't even suggest a next step.

"Call me Monday," he said, "and we'll put something together."

Astounded, I actually said, "What would that be?"

"I don't know," he replied, "but you're very smart and we need more smart people around here."

I worked for Keith until he left Marine Midland, and then worked for him at three other organizations.

This profession is about trusting relationships. It's about demonstrating your worth.

The guy I wrote my very first book with, who was an aggressive sales guy, told me once in critique and astonishment, "The only thing you have to sell is yourself!"

"Yeah," I said, "isn't it great?!"

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

In Memoriam: Gayle Carson

Gayle Carson's primary focus was on media training. As President of the Carson Research Center, she served as a consultant to 50 industries on six continents, advising them on current business trends and cutting edge opportunities to stay ahead of their competition. The author of five books, she hit the Amazon's best sellers list, was a winner of the Best Seller Quill Award and was inducted into the National Academy of Best Selling Authors.



Selected as a "2007 Legend of the Speaking Profession," Gayle hosted Entrepreneur's "Women in Business" radio show, wrote for them and had articles in More Magazine. She hosted over a dozen radio shows per month and was the founder of the sobradionetwork.com. Gayle will be missed by all of 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](#).

Upcoming SAC Events

September 14

Judy Dang: Refresh and Refocus for Q4

SAC Business Accelerator Lab; 10am PT.

[More info.](#)

September 22

Charmaine McClarie: Working Effectively with Clients in the C-Suite

SAC Best Practices Webinar; 12pm PT. No charge for members.

[More info.](#)

September 30

SAC Wine Down/ Wake Up Meeting

(via Zoom); 4pm PT (1 hour)

October 5-7

SAC Annual Meeting: Ready for Rebound (virtual)

[More info and to register.](#)

November TBD

Webinar with Creativity & Innovation Award winner

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.](#)

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.](#)

Mark your calendar!

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

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