



**Spiritual Principles in  
Business Relationships**  
SPiBR.org LLC



**Strategic Benefits to You  
and Your Alliances from  
Using Spiritual Principles**

### Benefits

28 February 2013

#### **Hello Joe!**

Welcome to our first bi-weekly newsletter from [SPiBR.org](http://SPiBR.org) LLC.

We are focused on YOU - a strategic alliance manager - someone who develops and manages *long-term value-creating* relationships. Someone who regularly:

*Does the impossible  
with nothing  
in the eye of a hurricane.*

The value-createness in your alliance increases with the use of practical spiritual principles.

Checkout our [brand new website](#) - peruse around in it.

Please note: If you do not want to receive these new newsletters you can unsubscribe at the bottom of this e-mail, or reply and let me know.

#### **ASAP Global Alliance Summit**

This coming week I will be in Orlando, FL at the [Association of Strategic Alliance Professionals](#) Global Annual Alliance Summit. If you are not already a member of ASAP I suggest you join.

I will have a major presence in the Alliance Management Resource Center (AMRC).

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#### **Content on SPiBR.org**

[Our Heidelberg Summit](#)

[Defining Spirituality](#)

[Why Be More Spiritual?](#)

[Strategic Alliance Manager Role](#) (the importance of clear identity)

[2-Slide Methodology](#) (the power of simplicity, focused on value)

[Spiritual Principles in Strategic Alliance](#) (the book)

[Connect](#) up if you're planning on being there.



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*Spiritual Principles in Strategic Alliances*

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Connect with me on Facebook for daily spiritual quotes, oriented toward business

## Spiritual Principles in Strategic Alliances

### A Strategic Imperative

Given:

- most strategic alliances fail to achieve their full value-creating potential, and
- they fail due to failure in the artful science of relationship, and
- spirituality is about the deepening of relationship.

Therefore the need for spirituality in alliances is actually a strategic imperative. Read [more...](#)

### Deep Change Starts Here

As in our personal lives, so in the world of business. In our personal lives our deepest change (transformation) happens in our most challenging relationships, in business those are strategic alliances.

The awakening of business, more conscious corporations, starts within strategic alliances. Alliances are the crucibles where the world of business is starting to transform.

Read [more...](#)

## Conscious Capitalism 2013



On April 5th & 6th I will be in San Francisco, CA at [Conscious Capitalism 2013](#).

Attending will be world leaders in the awakening of business. CEOs from Whole Foods Market, Patagonia, The Container Store,

Conscious Capitalism, Inc., Dell Social Innovation Challenge, The Unreasonable Institute, The Motley Fool and the Drucker Institute, along with others.

[Connect](#) up if you're planning on being there.

## Welcome and Join In

Welcome to our growing productive community.

Join our [LinkedIn](#) group focused on spiritual principles in strategic alliances

Provide us with your [input and feedback](#) - suggestions, questions or comments.

In [love](#),



### **Joe Kittel**

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