



Spiritual Principles in Business Relationships
SPIBR.org LLC

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12 April 2013

Joe,

[SPiBR.org LLC](#) is focused on *you* - a strategic alliance manager. Someone developing and managing long-term value-creating relationships. Everyday you:

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

Your value-creativity increases as you embody [practical spiritual principles](#) which naturally lead to [transformational practices](#) and the [deepening of relationship](#).

The need for spirituality in alliances is a [strategic imperative](#).

Building a Productive Community

We have built a community:

- This newsletter goes out to nearly 900 subscribers, well over 500 of you are strategic alliance managers.
- Over 40% of you open (read) these newsletters. This is 3-times the average open rate for e-mail newsletters.
- Our [LinkedIn group](#) was started in April 2012, we currently have 130 members, 30 members joined last month.

But, is this a "productive community"? Not if I am the primary

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Participate in our LinkedIn group [Spiritual Principles in Strategic Alliances](#)

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source of ideas. I cannot do this alone. This community is most definitely "a we thing."

Your assignment - your call to action:

- Read initial ideas about this [Community](#).
- Then read [Voice of the Collective](#) to further stir up your thinking and provide you with some food-for-thought.
- Share your ideas in our [LinkedIn group](#) or directly to [me](#).

What do you think about the value of [spiritual principles](#) in strategic alliances?

What do you think about this community? Suggestions?

How can we be of greater service to you?



Connect with me on Facebook for nearly-daily spiritual messages

Creating Home

The idea of home is the ultimate metaphor for a highly-productive strategic alliance.

*The workplace becomes a second home
for all who enter with love.*

A home-like strategic alliance is a place where:

- There is a healthy value-creating climate based on openness, honesty, integrity and high trust.
- Decisions are made as openly and transparently as possible.
- Acceptance is practiced, to include a broad range of individuals and a broad range of perspectives.
- Everyone is free to flourish, to be their true Self.
- Those who work in the alliance are enthused with each new day and they are actually enthused by challenges.
- Attraction calls for greatness - where great people are drawn home and the team accomplishes great things.
- There is a sense of indescribable togetherness - a place of integrity - a wholesome place - a holy place.

Such is the possibility for this productive community that we are collectively creating.

ASAP Colorado Chapter Evening Seminar



On May 8th in Denver I will co-present at the [Association of Strategic Alliance Managers](#) Colorado Chapter evening event. The topic will be ***Simplicity as a Best Practice - Spanning Cultural Divides***.

This will be an evening of rich inter-personal networking, thought-provoking presentations and in-depth discussions among world leaders in strategic alliancing and international enterprise software distribution & sales.

Click [here](#) for more information and to register. Or contact the ASAP Colorado Chapter President: George Tyler at George@3rdEagle.com or 303-482-7583.

Welcome

Be part of our growing productive [community](#). Participate in our [Linkedin](#) group ***Spiritual Principles in Strategic Alliances***; we currently have 130 members.

Share your [input and feedback](#).

[Love](#),



Joe Kittel

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