



28 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 actually a [strategic imperative](#).

[What do you think?](#)

Can We Go Alone AND Go Together?

A few days ago I read this quote on [Facebook](#):

*If you want to go fast, go alone.
If you want to go far, go together.*

This implies an *either/or* situation. We have to choose between going fast and alone, OR going far and together. So going both fast and far is impossible. After all, how can we be both alone

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and together? At first glance the choice seems obvious, we have to choose between going alone OR going together.

If we consider this situation from a spiritual perspective, it raises a different possibility. If we can accept the idea that we are One, we start seeing a higher-level possibility. And, by the way, in the case of Oneness the idea of *either/or* is appropriate, because either Oneness *is* or it *isn't*.

So, for now let's assume that Oneness *is*. If we are all One, then trying to make a distinction between being *alone* and being *together* makes no sense. And a new question surfaces. How can we go alone AND go together?

In interpersonal relationships, this possibility suggests that two individuals can passionately live their highest-purpose or vision, both separately AND together. Why not? Why do we think we need to live a life of compromise or sacrifice? If either person "sacrifices" for the other, don't they both end up suffering?

But what about in the world of business - do strategic alliances have to slow down a business? This is a common belief. Strategic alliances can be extraordinarily complex and complexity tends to slow us down. Alliances can often take a long time to create their expected value.

As I see it, in both our interpersonal relationships and in business relationships, [simplicity](#) is the antidote for complexity. If we can have a simple, compelling and realistic long-term vision we will be able to go fast AND far, and we can move forward individually AND collectively.

We can go fast AND go far, by going alone AND together, if our vision is clear, compelling and realistic.

[What do you think?](#)

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Creating a Second Home

(Note: this is a repeat from the last newsletter - imho, it's good stuff!)

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; everyone is free 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 - a place where great people are drawn home and where 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.

[What do you think?](#)

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 alliance 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 142 members.

Share your [input and feedback](#).

[Love](#),



Joe Kittel

SPiBR.org LLC

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