



Spiritual Principles in Business Relationships
SPIBR.org LLC

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29 May 2013

Joe,

[SPIBR.org LLC](#) is focused on you - a strategic alliance manager. Someone who develops long-term value-creating relationships. You:

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

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

Counter-Intuitive Practice of Self-Obsolescence

This statement below sounds bold, reckless and crazy:

Self-Obsolescence is the most impactful practice a strategic alliance manager can embody.

I experienced the power of this idea during my last three years at Hewlett-Packard.

At the time, I was trying to understand how practical spirituality might help in alliance management. To help me find the answers the Universe gave an impossible deal to work on.

HP had tried for many years to collaborate with SAP in the area of enterprise printing, but with no success.

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Collectively we ended up embarking on the impossible, with [simplicity](#) opening the door.

For 18 months both HP and SAP experienced an emotional roller coaster, with 9 months of contract negotiation. While on this ride-of-a-lifetime I came across the counter-intuitive idea that the more we give the more we get back. And if we consciously strive to obsolete ourselves, we will actually end up becoming more valuable and more powerful. I thought, "What the heck! What do I have to lose? This is already an impossible deal."

Without my embodiment of Self-Obsolescence we never would have closed on the HP/SAP enterprise printing deal, announced at SAPPHIRE 2006, and valued at \$200M by HP.

My experiences in Heidelberg taught me that reciprocity is alive and well, and it lives in relationships. Reciprocity seems to be a law of nature. If we give away something of high value we will absolutely get it back, with gain.

So, grab yourself a cup of coffee or your favorite reading-and-reflecting beverage, set aside 20 minutes and read about [Self-Obsolescence](#). These 9 pages are based on 10 years of experience and reflection, and 2 weeks of writing and verbiage-polishing.

Then [let me know what you think](#).



Connect with me on [Facebook](#) for daily spiritual messages

Our Growing Community

Our [community](#) is growing. Here are the numbers:

- started in Apr 2012 the LinkedIn group [Spiritual Principles in Strategic Alliances](#) has 150 members
- started in Feb 2013 this newsletter has 940 subscribers with 550 strategic alliance managers and an "open rate" that is 2 to 3 times the industry average
- also started in Feb 2013 the website www.spibr.org (Spiritual Principles in Business Relationships) will have over 500 unique visitors this month with 90,000 hits since its inception

These numbers seem to indicate a growing interest in the practical application of spiritual ideas in business in general and strategic alliances in particular. Perhaps this really is a [strategic imperative](#).

[What are your thoughts?](#)

Summit: Spiritual Principles in Strategic Alliances

In December of 2012 we held our first summit in Heidelberg, Germany (click [here](#) for a write up, especially our vision, motives, benefits, etc. on pg 3). Leading up to that event I heard several

people suggest that our next summit should be in North America.

- Are interested in attending?
- Can you suggest a place where we can meet, inexpensively?
- Do you have an opinion about the summit: timing, location, content, process, objectives, etc.

[Let me know ...](#)

Welcome

Be part of our productive [community](#). Participate in our LinkedIn group [Spiritual Principles in Strategic Alliances](#). We currently have 150 members.

[Love](#),



Joe Kittel
SPiBR.org LLC
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