



Spiritual Principles in Business Relationships  
SPIBR.org LLC

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21 June 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](#).

### Perspective - how we choose to see things

Sometimes the simplest ideas are the easiest to over-looked and yet they are the most powerful. Such is the case regarding "[perspective](#)."

A spiritual awakening can be described as a change in perspective. A change in how we choose to see each other and the world around us.

The perspective we choose is actually the result of identity; it is based on *who* we think we are. And considering different perspectives leads us to a grandeur sense of identity. So, given it is both cause and effect, perspective is fundamental.

This is how relationships get deepened, by considering another's perspective, by sharing perspective, thus we collectively achieve

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a higher-perspective.

By our willingness to consider another's perspective we grow. We do not have to accept how they see things, we just have to *consider* it. And this is how we grow as an alliance manager, when we choose to consider [a different perspective on our role](#).

Seeing the collective's perspective is really what the [2-Slide Methodology](#)<sup>TM</sup> is about. Understanding each other's perspective is how we bridge our differences. And it is how we see previously unforeseen opportunities lying in the midst.

And a final note - these newsletters are happening less frequently than I would like. I am on a [30-day road trip](#) with my daughter. This trip is about changing our perspectives on our lives.



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](http://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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