



Spiritual Principles in  
Business Relationships  
SPIBR.org LLC

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15 July 2013

Joe,

[SPiBR.org LLC](#) is focused on *you* - a strategic alliance manager. Someone who develops and manages **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 a [strategic imperative](#), otherwise status quo mediocrity will continue.

## Simple Truths | Spiritual Ideas

This article is about [spiritual](#), not necessarily [religious](#) ideas. I do acknowledge that both pro- and anti-religious zealotry might surface here, but please bear with me and read on. You might also consider reading the webpage [Strategic Imperative](#) for my level-headed rationale for spiritual principles in strategic alliances.

Years ago a colleague was critiquing a draft of my [book](#). He said that he equated *simplicity* with *spirituality*. Simple ideas tend to draw us closer to one another (e.g., giving, gratitude, trust, and being present) and practical spirituality is about the deepening of [relationship](#).

As you read through the simple ideas below you might feel compelled to debate whether or not these ideas are true (e.g.,

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[Being a strategic alliance manager](#) - a whitepaper

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[Professional Services](#) - training, coaching and consulting services; fees, ideal engagement model

[Endorsements](#) from alliance managers at HP, IBM, Intel, Microsoft, SAP

[Newsletter Archives](#) - past topics: perspective, self-obsolescence, home, the voice of the collective, ...

[Whitepapers](#) - alliance manager role, simply focus on value, building trust, ...

oneness). Maybe you think that this set of spiritual ideas is incomplete or that the definitions are wrong. After all, how can we define love?

Rather than debating or arguing I suggest you consider a different approach, an empirical approach. *Imagine* that these ideas *might be true* and that you will understand them as you *embody* them. As you live these ideas your [behavior](#) will authentically change and improve.

Try these ideas them on, see if they have a positive impact in your relationships. Or as John Lennon said, "Imagine" - imagine what impact these ideas *could* have on you and in your relationships:

**Oneness** - what if you and your co-workers are one? Being focused on a common purpose and striving toward a shared vision is an aspect of oneness. Thinking of the other as you, fundamentally changes how you treat them, think about them and feel toward them.

**Now** - all we ever have is this instant in time. We do need to plan for the future and learn from the past, but everything only happens here and now. And everything *always* improves as you increase your presence, everything. Multitasking is a lie, admit it; be fully present or admit you are actually someplace else.

**We Are Creators** - ideas are the starting point in every creative process; and, there is something divine about realizing that we are a creator. The Hindu greeting Namasté changes how I think, feel and behave toward another, "*The divine in me sees and rejoices in the divine I see in you.*" Try this out, think about it during your next business meeting, see how this idea changes things.

**Love** - there seems to be a force in the universe which compels us all to grow. Individuals, organizations and all of humanity seem to be compelled to grow. This force also provides us with inspiration, joy, enthusiasm, peace, beauty, kindness, abundance, creativity, purpose, power, etc. Love is often equated with God or our Higher Power.

**Trust** - the foundation in every relationship. The ultimate question is "Can we trust trust?" What if we did trust that things are always working out, even when they seem to be unraveling? What is your relationship with trust? If it improved would it be helpful?

**Open Spirituality** - maybe there are better definitions than the ones above or maybe there's a completely different set of simple truths.

Maybe there are others ideas which result in changed [behavior](#) which [deepen relationships](#) and [improves your alliance](#).

I am very open to hear [your thoughts and suggestions](#).

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

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

## Our Growing Community

I know this is a repeat from recent newsletters but our [community](#) is growing and that is exciting! Here are the current numbers:

- started in Feb 2013 the website [Spiritual Principles in Business Relationships](#) had over **1,800** unique visitors in June and has had over **124,000** hits since its inception
- also started in Feb 2013 this newsletter now has **1,057** subscribers with **665** strategic alliance managers
- started in Apr 2012 the LinkedIn group [Spiritual Principles in Strategic Alliances](#) now has **160** members

These numbers indicate a growing interest in the practical application of spiritual ideas in strategic alliances (value-creating relationships).

Perhaps this really is a [strategic imperative](#).

[What do you think?](#)

## Summit: Spiritual Principles in Strategic Alliances

Should we have a summit this year?

In December of 2012 we held our first summit in Heidelberg, Germany (click [here](#) for a write up, focus your attention on our vision, motives, benefits, etc. on page 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 160 members.

[Love,](#)



**Joe Kittel**  
SPiBR.org LLC  
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SPiBR.org LLC | PO Box 7721 | Loveland | CO | 80537-0721