



**Spiritual Principles in
Business Relationships**
SPIBR.org LLC

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Change Your Alliance

*how ordinary
strategic alliance managers
can accomplish
extraordinary results*



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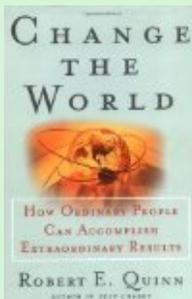
Joe,

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

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

The need for practical spirituality in business relationships is a [strategic imperative](#), otherwise we remain stuck in status quo mediocrity. We remain frustrated knowing there is significant untapped value potential in our alliances.

Change Your Alliance: how ordinary strategic alliance managers can accomplish extraordinary results



For the past 2 1/2 months these newsletters and [our LinkedIn group](#) have been focused on ideas from the book *Change the World: how ordinary people can accomplish extraordinary results* by Robert E. Quinn (a distinguished MBA professor at the University of Michigan School of Business).

Quinn's description of 4 types of change

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Content on SPiBR.org

[Being a Strategic Alliance Manager](#) - identity; who do you think you are?

[Radical Simplicity](#) - simply focus on incremental value and value-impediments

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agents and 20 attributes of transformational changes agents are directly relevant to being a great strategic alliance manager.

Leveraging off of Quinn's ideas I added my perspective as a strategic alliance manager. Then with suggestions from many of you, I wrote a new whitepaper [Change Your Alliance: how ordinary strategic alliance managers can accomplish extraordinary results](#). (Note: this 17-page PDF has 13 pages of content - short in length and well worth your time.)

Be forewarned - the ideas in this paper are intense; I describe it as **verbal espresso**.

*If we as strategic alliance managers
are not transformational agents of change
what are we doing?*

Below is an overview of this whitepaper ...

Four types of change agents are described and applied to eight phases or activities in alliance management.

Twenty attributes of transformational strategic alliance managers are described:

- A core vision focused on a value-creating community
- Fixed and spontaneous leadership
- Bounded instability at the edge of chaos
- Enact healthy insurgency
- Self-authorizing
- Mindfully focused on the invisible and the timeless
- Principle-driven reasoning
- Transcend sanctions and bring healthy change
- Be authentic and open
- Greater openness in relationships
- Motivated from within
- Be the change
- Surrender-based learning
- Vision from the collective
- Reframe reality
- Beyond problem solving to appreciative inquiry
- Co-creation is both cause and effect
- Improvisational leadership
- Resistance and uncertainty become positive forces
- Change your self

[What do you think?](#)

Using Disruption, Confrontation and Simplicity to Develop Alliances and Architect Ecosystems

If you are interested in simplifying how your alliances are managed and increase their value-creating effectiveness, if you are interested in architecting your business ecosystems naturally, in a manner that will make them simply more attractive and value-creative, then read [this proposal](#) (3 pages).

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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

Introductory Offer: Your First Two Hours of Coaching for the Price of One



As a strategic alliance manager with over 16 years of experience developing alliances for Hewlett-Packard and nearly 10 years as a consultant and coach, I am focused on you, the strategic alliance manager. Someone who regularly:

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

No one understands better what it means to *be* a strategic alliance manager than another alliance manager; I get it. My focus is on fundamental change, for you and your alliance.

I am willing to provide your first two hours of coaching for the price of one (\$100 USD). We can start off with a free 30 minute introductory call, ideally via Skype with video.

[I'm interested.](#)

Welcome

Be part of our productive [community](#). Participate in our LinkedIn group [Spiritual Principles in Strategic Alliances](#). We currently have 170 members.

[Love,](#)



Joe Kittel

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