



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

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8 November 2013

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.

We Cannot Do The Impossible Alone

What is it about strategic alliances that compels us to work together?

- **Transformation** - discovering a fundamentally better way to develop strategic alliances.
- **Empowerment** - empowering you and your alliance to accomplish the impossible.
- **Simplification** - overcoming complexity, neutralizing drama and empowering you throughout your alliance.
- **Confrontation** - "clearing the air" to increase trust and expose breakthrough insights and opportunities.
- **Ecosystems** - using radical simplicity to architect and develop business ecosystems.

In This Issue

[Impossible Alone](#)

[Growing Interest](#)

Whitepapers on SPiBR.org

[Change Your Alliance](#): how ordinary strategic alliance managers can accomplish extraordinary results (17-page PDF)

[Strategic Alliance Manager Role](#): a unique, holistic and empowering perspective (32-page PDF)

[Building Trust in Strategic Alliances](#): enabling greater value (12-page PDF)

[Simply Focus on Incremental Value and Value-Impediments](#): transforming a strategic alliance through simplicity (23-page PDF)

[Architecting and Developing Strategic Alliances and Business Ecosystems](#): a proposal (3-page PDF)

Some of the impossibilities we face:

- Low levels of trust and a lack of open dialogue.
- Getting collaboration to happen between companies who are successfully competitive by their very nature.
- Trying to deal with overwhelming complexity: organizations, people, technologies, decision making, legal and regulatory issues, financials, marketing, sales, corporate cultures, executives, contracts, escalations, performance reviews, metrics, press briefing, the economy, ...
- Getting value-creation and value-delivery to happen in a value-stifling climate.
- Dysfunctional drama - some people just cannot "get along."
- Businesses that don't "get it" in terms of the strategic opportunities and challenges in alliancing.
- Ambiguity about our value to the organization.
- Alliances apparently stuck in mediocre value-creation - we know there's more; there has to be a better way.

If you are interested in achieving greatness, read [We Cannot Do The Impossible Alone](#). It will cost **10 minutes** of your time and a willingness to find a better way and have more fun than one person deserves.

Growing Interest

There is growing momentum around spirituality in alliances:

- These roughly-bi-weekly newsletters now go out to over 1,100 strategic alliance managers. And I know many of you are actually reading this stuff. Thank you!
- Our LinkedIn group [Spiritual Principles in Strategic Alliances](#) now has 184 members. It's not a huge number but it is growing.
- I'm humbled by the level of activity on www.spibr.org:
 - we have had over 7,200 visitors and over 12,000 visits since its inception in February of this year
 - in October we had 418 visitors and 1,059 visits, and visitors are spending an increasing amount of time on the site
 - also in October there were over 1,000 downloads of [whitepapers](#) and other documents. The top 5 were: Change Your Alliance, Strategic Alliance Manager Role, Building Trust and Value in Alliances, 2-Slide Methodology, and a proposal on Architecting Alliances and Ecosystems.

I encourage you to: (a) participate in our LinkedIn group, and (b) forward these newsletters to others. (See the side bar for links to accomplish both.)

Welcome

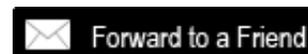
Be part of our productive [community](#). Participate in our

Content on SPiBR.org

[Self-Obsolescence](#): the most impactful practice a strategic alliance manager can embody

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

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



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

LinkedIn group [Spiritual Principles in Strategic Alliances](#).
We currently have 180 members.

[Love](#),



A handwritten signature in blue ink that reads "Joe". The signature is written in a cursive, flowing style.

Joe Kittel
SPiBR.org LLC
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