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**Spiritual Principles in
Business Relationships**

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con·fron·ta·tion

***noun:* the process of co-facing (co-fronting) a difficult issue in a relationship**

*The hidden is kept apart, but
value always lies in joint appreciation.
What is concealed cannot be loved,
and so it must be feared.*

A Course in Miracles

10 January 2014

Joe,

As strategic alliance managers we:

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

The topic in this edition is *confrontation* - collaboratively facing difficult issues in relationships. Confrontation is not about *conflict* which is attacking the other person or the other company. It is about facing the stuff in the relationship, together.

I share personal life-changing events and insights relevant to the practical application of spiritual principles in strategic alliances - long-term value-creating relationships.

Enjoy ...

Confrontation as a Spiritual Practice: lessons learned from life

Some might consider this section to be too personal. I see it as being *open* - a prerequisite for deepening relationships. The primary cause of failure in strategic alliances is failure in *relationship*. If we want to make fundamental change we must be willing to *go deep*.

Fasten your seat belt.

On December 22nd I gave a talk titled *Confrontation as a Spiritual Practice* - an odd title, especially if you think spirituality is "warm and fuzzy."

In this talk I reflect on challenging lessons learned from the "river of life" as a recovering drug addict and the father of two children with life-shortening disabilities.

I talk about the alchemy of transforming afflictions into blessings.

We need to confront our most challenging issues, head-on, together. As in strategic alliances, life is "a we thing" - we cannot do this stuff alone.

Paradoxically, as we confront difficult issues, in our relationships, we *always* find gifts on the other side - always! And those gifts come in the form of love, trust, insights, opportunities, growth, ...



From a spiritual perspective confrontation is about opening gifts, together - a difficult but very worthwhile process.

Click [here](#) to listen to this 38 min talk - be patient for the first 40 seconds as we settle in. (Download: 54 MB MP3 file.) Click [here](#) for a PDF with the quotes from the talk.

This talk was given at Unity FC - a spiritual organization in Fort Collins, CO. Thank you, Unity!

Confrontation Calls for Trust: always helpful in a strategic alliance



Often in a strategic alliance we might lament over its low level of trust. We might say something like, "We have difficulties in this relationship, but we cannot deal with those issues until the level of trust improves."

I say that thinking is backwards. Difficult issues in the

business relationship might be precisely the things that can increase trust.

By facing difficult issues, head-on, we in effect "call for trust" - these situations require trust and so we can trust that trust will come.

In some ways this is analogous to dealing with a challenging interpersonal relationship. Approached in the right way our challenging relationship, our "enemies," can become dear friends.

How does that alchemy-like transformation happen? By being lovingly confrontation. By being very precise in where and how we focus our attention, our light.

[Learn more ...](#)

Join our LinkedIn group [Spiritual Principles in Strategic Alliances](#). With 199 members we are small in number and growing.

FYI - these newsletters are going out to more than 1,150 strategic alliance managers worldwide and 500 others interested in the practical application of spiritual principles in business relationships.

[Love,](#)



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Confrontation: a spiritually-based alliance management tool

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