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**Spiritual Principles in
Business Relationships**

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Relationship

noun: (1) a place of value-creation, transformation and growth; (2) where all business happens; and (3) spirit's home.

24 November 2013

Joe,

28 January 2014

As managers of long-term value-creating relationships (e.g., alliances, partnerships, etc.) we:

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

We may be reluctant to discuss the *relationship* part of our work, thinking it might diminish the value of what we do in the eyes of others (it is a "soft skill"). However, if we really think about the challenges and opportunities in *relationships* we will realize that there is nothing more important.

*It is **relationship** that makes our work **strategic**.*

Hopefully this e-mail will provide you with some helpful food-for-thought.

Why Alliances Are Strategic

When an executive asks:

Why is your alliance strategic?

What do you say? You are likely to focus on sales revenue and return-on-investment - hard numbers. However:

Value only happens a relationship.

Relationship is *the* foundation of *all* business; it is

therefore strategic and *more* important than numbers.

Focusing just on numbers is not only insufficient, such a focus can *damage* a relationship. This is analogous to focusing a marriage just on making children. Children in marriages and sales in alliances are *both* critically important; and the means for achieving both is a healthy *relationship*.

If a business is interested in immediately increasing sales revenue an alliance is probably the *worst* option. However:

Relationships are the means and the end.



Not only does value get created and exchanged in relationships, but it is in relationships where we grow and mature. It is in our *most* challenging relationships where fundamental transformation occurs.

Strategic alliances lead the way.

If executives are interested in finding a sustainable and *more* profitable way of doing business, strategic alliances can lead the way. Alliances are business' best crucibles for fundamental transformation, bringing greater consciousness into business.

Alliances bear gifts beyond sales revenue.

In our *most* challenging relationships our deepest transformation occurs. In the world of business these are strategic alliances and other long-term value-creating relationships (partnerships).



[One page PDF](#) on the rational for focusing strategically on relationship and the gifts derived from such a focus.

Why Don't Others "Get It"?

Why don't others understand the value of strategic alliances? Why is it so hard to get others to be as passionate about our work as we are?

Why don't others "get it"?

This question points to a fundamental spiritual issue.

I have heard it said that there are basically only two thought-systems in the world. Each thought-system is completely self-contained and separate from the other. When one is living in one thought-system, the other one makes no sense. I.e., you cannot *argue* someone into spiritual enlightenment.

The default thought-system in most businesses seems to be one grounded in a belief in scarcity. It is based on analysis, numbers and *getting*. It is egoic and fear-based in nature.

The other thought-system, helpful in value-creating relationships (e.g., alliances or partnerships) is one of *abundance*. It is based on being of service and *giving*, it is actually about [love](#). It is spiritual in nature.

The reality of business tends to force us into an ego- or fear-based thought-system. We are often focused on *getting* more revenue, where "your win is my loss" (scarcity). People can be fearful of their company downsizing and getting laid off. When anyone (e.g., an executive) is in such a thought-system they are incapable of hearing any argument based on abundance, being of service, giving, relationship and other spiritual matters.

Abundance-oriented rationale makes absolutely no sense to someone who is in a scarcity mindset.

The highest level of strategic alliance work

In order to straddle between these two thought-systems we may need to practice strategic alliancing work at its highest level. As a profession, answering this question is strategically important to us all.

One often used solution is to develop a set of success-indicating metrics to show progress toward long-term revenue and appease executives. In a sense this is sort of a "stay of execution" - if the alliance doesn't perform, it's shut down.

It is arguable that this question is one of the most strategic questions that we as a profession face. And, as I see it, no one of us can figure this out alone. We can, however, figure it out *together*.

[What do you think?](#)

Spirituality: the deepening of relationship

Spirituality is synonymous with relationship

Practical spirituality is about the *deepening* of *relationship*. It is about ideas (principles) and authentic behaviors (practices derived from spiritual ideas) that have as a natural result the deepening of relationship with others, self and the Universe.

See some of the links in the left column for definitions, simple truths, principles and practices which are helpful in transforming strategic alliances and make them more value-creative.

Here are some momentum-indicating metrics:

- This newsletter now goes out to over 1,200 strategic alliance managers worldwide.
- My website (on practical spirituality in business relationships) averages over 650 unique visitors per month. We had more than 250,000 hits and 14,000 visits in 2013 (the site started in late-Feb).

Participate in our LinkedIn group [Spiritual Principles in Strategic Alliances](#). With over 200 members we are small in number but growing.

Let's talk and (re)connect. I'd love to hear about your greatest challenges - [send e-mail](#) to set time to talk.

[Love](#),



Joe Kittel
SPiBR.org LLC
[Connect](#)

joe@spibr.org | +1 970 227-6238 | www.spibr.org
PO Box 7721
Loveland, CO 80537-0721

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