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**Spiritual Principles in
Business Relationships**

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Listen

*Hear the Universe speak to you
in the Voice-of-the-Collective*

20 February 2014

Joe,

We develop and manage long-term **value-creating relationships** (alliances & partnerships). We:

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

Since mid-January ...

I have been deeply listening to the voice-of-the-collective via thought-provoking conversations with many of you. I will continue this informal research for another month or so ...

I have heard from over 30 strategic alliance/partner managers from around the world, in high-tech, bio-tech and NGOs. This has been an amazingly affirming process, confirming to me that the need for [practical spirituality](#) is a [strategic imperative](#).

Voice-of-the-Collective

As I have listened to many of you, here is some of what I have heard.

We need:

- a more conducive business climate
- executives with a longer-term perspective
- to articulate the strategic value of the alliance or partnership (the value of the relationship itself)
- help within the business relationship:
 - spanning the cultural & strategic chasms
 - greater clarity, alignment and focus
- easier and more effective communications
- greater trust, openness and creativity

This is some of what I have heard so far ...

[Interested in a thought-provoking conversation?](#)

This will not be a sales call; it is simply an opportunity to talk, connect and listen ...

The 2-Slide "Hammer"



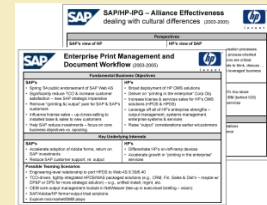
As I have been deeply listening to strategic relationships managers I have been reminded of the phrase "a hammer looking for a nail."

What is the hammer? [The 2-Slide Methodology](#)TM.

What is the nail? Your needs (see the article above).

Humbly speaking this methodology is **simply transformation**. It surfaces *unforeseen value*. It brings *clarity* and *alignment* into a business relationship. It helps *span the cultural and strategic chasms*. It brings greater *trust and openness* into an alliance or partnership. It enables easy and *effective communication* by creating 100%-leverageable content (for any purpose, situation or audience).

This methodology is simple but it is not easy. It takes sustained and focused commitment. But, [it does transform strategic alliances](#). It overcomes *complexity* and it neutralizes *drama*.



Giving and Receiving are One



Why do I write [these newsletters](#)?

Why do I write powerfully-insightful [whitepapers](#) and then make them freely available?

Why did I write and publish [my book](#), containing many of my best ideas in strategic alliances?

Why am I taking the time to talk, connect and deeply listen to as many of you as reasonably possible?

Why am I focused on being of value to you?

Because I know that the practice of [Self-Obsolescence](#) is the most impactful practice we can embody, in life

and as strategic alliance managers. It leads to greatness for all of us. That is why I do this.

I [trust](#) the Universe and you.

And [love](#) compels me.

Participate in our LinkedIn group [Spiritual Principles in Strategic Alliances](#). With 203 members we are relatively small in number but we are growing.

[Love](#) (a mindmap of "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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