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**Spiritual Principles in
Business Relationships**

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Oneness

*Either oneness is or it isn't;
There is no in between.
Imagine that it is.
What would that mean?*

15 March 2014

Joe,

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

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

I continue to listen - to you.

Since mid-January I have been deeply listening to the voice-of-the-collective, to hear of the greatest challenges we all face. So far I have heard from over 40 strategic alliance/partner manager from around the world. More than ever I am convinced that [practical spirituality](#) is a [strategic imperative](#).

The world needs you!

Oneness in Alliances & Partnerships

Oneness is a simple idea. I consider it to be one of five simple truths or practical [spiritual principles](#).



I am *not* interested in trying to convince you or to prove to you that this idea is true. I am merely suggesting that you *consider* the idea and try it out. (See [spiritual disclaimer](#).)

Imagine what your job would be like if oneness is true, here and now. What are the implications?

Is oneness helpful?

It has been my experience that as I embody (think about) oneness:

- trust, honesty and integrity improve
- we create a more open and collaborative climate
- giving and receiving, being of service to each other, naturally increases
- our alliance becomes more attractive - others want to join in.
- our alliance grows to have a sense of home

[Read more](#) about the practical benefits of oneness in partnerships and alliances.

Alliance Mastermind in Amsterdam



I am happy to recommend Peter Simoons' Alliance Mastery Mastermind program in Amsterdam, The Netherlands. A structured and pragmatic approach to partner selection.

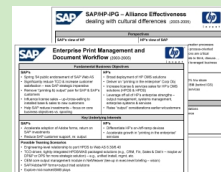
Through a balance of education, personal coaching and mastermind meetings this program guides business executives. It helps them find and create partnerships for sustainable business growth.

[Learn more](#) about Alliance Mastery Mastermind.

Transformation via Simple Listening

Strategic alliances are fundamentally transformed as we:

- deeply listen to the voice-of-the-collective
- bring greater clarity and focus into our work
- traverse from complexity into simplicity
- focus our team on overcoming value-impediments so we can uncover and create greater value



Why is this transformational? Because of:

- deep listening and reflection
- spirit lives in the midst
- transcendental power of shared light
- transformational power of shared light
- simplicity
- clarity
- empowerment
- disruption
- focus
- forgiveness

[Read more](#) about the transformational power of radical simplicity - it is in the *process* and the *content* - both.

[I guarantee transformation](#) of your most challenging and troublesome business relationships.

Participate in our LinkedIn group [Spiritual Principles in Strategic Alliances](#). With 214 members we are relatively small in number but we are growing.

Interest in the practical application of spirituality in strategic alliances & partnerships is growing:

- these newsletters now go out to nearly 1,500 individuals worldwide
- our website had over 300 unique visitors in February with over 21,000 hits
- interest comes from Germany, US, China, The Netherlands, Great Britain, Ukraine, Japan, India, Australia, Canada - literally from around the world

I am jazzed. Thank you!

[Love](#) (go ahead ... click on love),



Joe Kittel

simple ideas @ work

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