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**Spiritual Principles in
Business Relationships**

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Simplicity

Truth is simple.

- *A Course in Miracles*

21 May 2014

Joe,

As strategic alliance managers we:

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

As we grow to embody [simple truths](#), relationships deepen, the atmosphere becomes more trust-filled and value-creativity increases.

We are empowered to do the impossible.

My apology for a two-month hiatus as I moved to [Heidelberg, Germany](#). I consider this to be the home of my awakening (circa 2003-2005) to understand how [spiritual principles](#) fundamentally transform the artful science of [strategic alliance/partner management](#).

I'm back!

What Do You Need?

As I see it, strategic alliance and partner managers need:

- Empowerment
- Respect
- Trust
- Clarity
- Help in Being a Creator of Value

[Read more ...](#)

[What are your needs](#) (comment on the link above)?

Simple Ideas @ Work



[Spirituality](#) is about the embodiment of simple ideas in our lives; it is not necessarily about religious ideas. The results are deepened relationships, increased trust and greater value-creativity. What are some of these simple ideas:

- [Oneness](#) - the epitome of a simple and powerful idea
- [5 Simple Truths](#) that can be used and discussed without stirring either pro- or anti-religious zealotry
- [Love](#) - the universal force that counters entropy; synonymous with growth
- [Self-Obsolescence](#) - simply the most impactful practice you can embody
- [Using Confrontation to Call for Greater Trust](#)
- [Radical Simplicity](#) - focusing collective attention on your alliance's simple essence
- [Be the Change](#) - boldly being a transformational alliance/partner manager
- [Identity](#) - who do you think you are?

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My Value to You

I Help You:

- Simplify Complexity
- Neutralize Drama
- Increase Trust
- Deepen Team Member Buy-In
- Clarify Team Focus
- Create a More Collaborative Atmosphere

Relationships will then become core strategic assets, [crucibles for on-going transformation](#).

The creation of greater near-term tangible forms of value (e.g., sales revenue) as the result of also focusing on longer-term intangible forms of value (e.g., trust, honest communications, etc.).

[Learn more ...](#)

Participate in our LinkedIn group [Spiritual Principles in Strategic Alliances](#). With 224 members we are relatively small in number but we are growing.

Interest in the use of practical spirituality in business is growing - especially in strategic alliances and partnerships where [the need is clear and compelling](#).

[Love,](#)



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