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**Spiritual Principles in  
Business Relationships**

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## RELATIONSHIP

### We Create *In* Relationship

1 December 2014

Joe,

As strategic alliance managers we:

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

We enable value-creation in inter-company *relationships*. The world of business is fear-based and scarcity-oriented, an *impossible* climate for open and healthy collaboration.

If *you* do not focus on *relationship*, who will?

### Why Alliances Are Strategic

Strategic alliance managers often lament:

*People do not understand  
the value of strategic alliances.*



Do you?

The answer does not lie in sales revenue *alone*. If you focus on arguing the value of a partnership just on sales revenue, both you and your alliance will fail.

[Read more](#) in one-page: a powerful and counter-intuitive rationale for why alliances are strategic.

Relationship.

Herein lies our  
most vexing challenges and  
our most strategic *gifts* to business.

## Strategic Relationship Managers

What does it mean to *be* a strategic alliance manager?

This [34-page whitepaper](#) answers that question:

- Based on over 25 years of experience and 7 years of deep reflection.
- With over 100 downloads per month it is the *most* popular download from [our website](#).



These Ideas ...  
My Gift to You.

I started writing this whitepaper in 2007. It was the basis for training [Intel's Strategic Relationship Managers](#). Over the years it has been refined:

- It deeply explores our most vexing challenges.
- It explores our role by focusing on identity.
- It describes how to be a value-creator: changing attitude & mindset to deepen relationship.
- It presents a 3x3 matrix methodology for customized personal AND alliance developed.
- It describes a set of counter-intuitive and non-traditional practices like [self-obsolescence](#).

I repeatedly here the following comments about this document:

*I wish I had read this  
at the beginning of my career.*

*This should be required reading  
by all alliance and partner managers.*

How do we fundamentally transform the artful science of strategic alliance management?

*You are the answer!*

These newsletters go out to more than 1,500 strategic alliance and partner managers worldwide: US, Europe, Russia, Brazil, Israel, Canada, Japan, India, Turkey, Australia, Saudi Arabia, Africa, ...

Our [website](#) had over 480 unique visitors in November.

The LinkedIn group [Spiritual Principles in Strategic Alliances](#) has over 240 members; we are small in

number and growing.

[Love,](#)



**Joe Kittel**  
simple ideas at work  
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