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**Spiritual Principles in
Business Relationships**
SPIBR.org LLC



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BEING TRANSFORMATIONAL

What would it be like to work in a strategic alliance managed by Gandhi?

6 January 2015

Joe,

This newsletter is **bold**. Why?

- Fundamental **transformation** is required in order to reverse today's unacceptably high failure rates ([most alliances fail](#)). There is a better way!
- Using **creative ideas** enables greater value (i.e., [practical spirituality](#)).

As agents of change we benefit from embodying the character traits of transformational change agents like Gandhi, Martin Luther King and Jesus.

You enable greater value-creation by **being transformational**.

Prerequisites and Context

Prerequisites for the ideas in this newsletter:

1. You are a *value-creating* strategic alliance manager with substantial experience.
2. You are *willing* to explore fundamental principles.

Setting context: Imagine your greatest teacher, whoever you look to for guidance, wisdom and insight. This teacher could be spiritual, educational or from the world of business.

Now imagine the following:

- What would it be like to negotiate with your greatest teacher?
- How would you prepare for meetings?
- Would you be fully present in those meetings or

would you multitask?

- How would the outcome of your alliance be affected by the presence of your greatest teacher.

Imagine ...

A Transformational Alliance Manager



This is how I imagine Gandhi as a strategic alliance manager.

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**BE THE CHANGE** - as within so without. Coming from a place of self-actualization he helps lead the alliance to collective-actualization. By being willing to delve deeply within himself and discover *internal* unknowns the alliance becomes increasingly adaptive to *external* change. It achieves ever-greater strategic and tactical growth.

**INTEGRITY** - oneness. By leading from a place of integrity and oneness the alliance develops holistically. Leadership naturally flows to the person best suited to lead in any given situation. And this integrity is itself attractive, attracting greater success. Success begets success in an on-going virtuous cycle.

**CONFRONTATIONAL.** Through loving confrontation, based on clear principles, issues get dealt with proactively. Trust is at an exceptional level. Relationships are clear and open. The overall atmosphere is healthy and great value-creation naturally flourishes.

**TIMELESS VISION.** By keeping the collective focused on a timeless vision, the greatest good for all is accomplished. The timeless vision focuses attention on the *intangibles*, the cause for *tangible* results. This vision reframes today's reality toward a new future.

**HEALTHY INSURRECTION** - transcend sanctions. In order for the alliance to accomplish its full value-creating potential, unhealthy sanctions are transcended, helping the alliance grow, helping the business transform itself.

**PEACEMAKING RELATIONSHIPS.** He helps everyone maintain clear, open and healthy relationships by proactively dealing with challenging issues. This approach is applied to *relationships* between the companies, between people and even between ideas (e.g., negotiating positions).

He *is* the bridge.

## Transform Your Alliance: accomplish extraordinary results

This [whitepaper](#) expands on the ideas in this newsletter.

***The ideas in this whitepaper will  
transform you and your alliance.***

This document describes four types of change agents and explains how each is most effective during specific activities or phases of alliance development. It further describes 20 attributes of transformational alliance managers, based on personal experiences and a distinguished MBA professor's business-oriented analysis of Jesus, Gandhi and Martin Luther King.

***Be the change!***

[Transform Your Alliance](#) (18-page PDF) - ten years in the making.

## Gaining Momentum

Join our LinkedIn group [Spiritual Principles in Strategic Alliances & Partnerships \(simple ideas at work\)](#).

With over 250 members we are small in number and growing.

This [newsletter](#) is being sent to more than 1,500 strategic alliance managers worldwide.

Our [website](#) received over 4,550 visitors in 2014 who downloaded 13,000 documents: [whitepapers](#), newsletters and presentations.

With over 1,500 downloads the most popular whitepaper is about being a [strategic alliance manager](#).

[Love](#),



**Joe Kittel**

simple ideas at work™  
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