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**Spiritual Principles in
Business Relationships**

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Spirituality Works

***Spirituality in business works;
It is a trend morphing into a megatrend.***

Patricia Aburdene, *Megatrends 2010:
the Rise of Conscious Capitalism*

12 March 2015

Joe,

In this newsletter you will find:

- A Return-on-Investment (ROI) calculation for spirituality in strategic alliances.
- Information legitimizing that spirituality-in-business is legitimate and mainstream.

As strategic alliance managers *we do the impossible.*
We are succeeding.

ROI for Spirituality



It's odd to think about an ROI for spirituality. We expect our personal lives to improve as we embody spiritual principles. Why shouldn't the same be true at work?

Given [spirituality](#) improves relationships, alliance failures can be reduced by 5.7%, resulting a **1.9% increase** in

overall business revenue and an:

ROI of 8.5.

Read about the [ROI for Spirituality](#).

Conscious Capitalism

Consciousness is fairly synonymous with spirituality. The Conscious Capitalism Movement (CCM) is



described as embracing *oneness* (doing good for all stakeholders, not just shareholders) and bringing *love* into the workplace. CCM is focused on *relationship*.

Conscious businesses have a proven track record. They have outperformed the S&P 500 by a 10.5:1 ratio and they outperform Jim Collin's *Good to Great* companies by a 9.3:1 ratio, both over a 15-year period. Conscious businesses have a timeless perspective.

CCM is also discussed in [ROI for Spirituality](#).

Spirituality in Business is Mainstream



As part of the Bloomberg Radio Network, Money Radio is obviously focused on business. And, they are focused on **spirituality in business**.

Since early February they have been interviewing me about [SPiBR.org LLC](#) and spirituality strategic alliances. Our next show is next week:

Tuesday, March 17th

Many of you have participated directly in providing questions and comments. Thank you!

Read about the [Money Radio interviews](#): listen to past shows, read about upcoming interviews as well as

planned topics. Provide your input.

We Are Gaining Momentum

Join our LinkedIn group [Spiritual Principles in Strategic Alliances \(simple ideas at work\)](#). With over 259 members we are small in number and growing.

These [newsletters](#) go to more than 1,500 strategic alliance managers worldwide.

In 2014 we had over 4,500 visitors to our website and 1,000 visitors in 2015. With 2,600 document downloads so far this year the top whitepapers are: [role of alliance manager](#), [building trust](#), [2-slide methodology](#), and [self-obsolence](#) (webpage).

[Love](#),



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simple ideas at work™
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