



**Crucibles for On-Going Transformation**  
Strategic Alliances, Partnerships and Channels

Training / Learning Series

12 January 2018



# Day 2

Discussion and “spill over” (~5.5 hours)



HIGHTECH

Strategic Relationship  
Manager Training

<location>, <date>

The Empowerment of  
self-Obsolescence

1 hour

Being an  
Illuminating Mirror

0.5 hours

Healthy Atmosphere  
for Negotiating

1 hour

**Crucibles for On-Going  
Transformation**

1 hour

Developing Self  
AND Relationship

1 hour

Dialogue: the Heart  
of Relationship

1 hour

# Setting context

## Introduction and summary

---

### **Our greatest challenges can become our most valuable assets.**

- In our personal lives and in the world of business.
- Deep interpersonal relationships ≈ strategically important business relationships.
- We are about doing the impossible with nothing in the eye of a hurricane.

### **Isn't transformation what life is about?**

- Grow, learn, progress, create value, ...
- Transform ourselves from our lesser self into our greater Self.
- Transform alliances from value-exchange into more value-creative relationships.
- Help our company strategically improve its ability to create value.
- And, as a result, transform the world around us.

### References:

- *Change the World: how ordinary people can accomplish extraordinary results*, by Robert E. Quinn
- Decades of personal experience, reading, writing, and deep reflection (>25 years in alliances).

# Expected outcomes from this module

## Results

---

1. **We will see more clearly the many ways in which our business relationships offer strategic value to the business.**
  - a. Beyond sales revenue.
  - b. Beyond the development of technology and services.
2. **Be *enthused* by the value potential in your relationships.**
  - a. The more challenging the relationship, the greater its value.
  - b. Nearly limitless, staggering potential.
3. **Understand how our personal transformation can lead to transformation of the business relationship, and ultimately the transformation of the business itself.**
  - a. Crucibles for transformation.
4. **Our confidence will increase as we embrace chaos and uncertainty.**
  - a. And we see how we can help others do the same.



# We are agents of change

Comfortable being in any mode, for any situation

Assessment		Structured Control		Escalation	
<b>Fact-based</b>		<b>Authority-based</b>			
Due Diligence	<b>Behaviors we embody:</b> <ul style="list-style-type: none"> <li>▪ Arguments of <b>rational persuasion</b></li> <li>▪ Be an expert with all the necessary facts and knowledge</li> <li>▪ Lead sufficiently detailed analysis in preparation for discussion and negotiation</li> <li>▪ Instruct, inform, teach</li> </ul>	<b>Behaviors we embody:</b> <ul style="list-style-type: none"> <li>▪ <b>Leverage behavior</b> to force compliance</li> <li>▪ Use authority, and if necessary fear, to legitimize directives</li> <li>▪ Assure compliance via performance-based reward and punishment</li> <li>▪ Information flow and context is controlled</li> </ul>		Preservation	
	<b>Transformational</b>		<b>Relationship-based</b>		
	<b>Our embodiment:</b> <ul style="list-style-type: none"> <li>▪ <b>Transform self</b> – embrace hypocrisy, spiritual boldness, lead by being</li> <li>▪ Productive community, transcends external sanctions, disrupts systems (as needed)</li> <li>▪ Collective awareness of and surrender to emergent reality – “something going on”</li> </ul>	<b>Behaviors we embody:</b> <ul style="list-style-type: none"> <li>▪ <b>Open</b> all-inclusive, clear <b>dialogue</b> fostered in a supportive environment</li> <li>▪ Healthy nonjudgmental confrontation to resolve important and difficult issues</li> <li>▪ Interpersonal cohesion – feeling “part of”</li> <li>▪ Strong emphasis on win/win relationship</li> </ul>			
Trail blaze		Transform & Renew		Negotiation	

# Our transformation

On-going, fundamental, and expansive

## In Self

### Self-Authorizing

- Define job and development.

### Self-Empowering

- By empowering others.
- Focused on invisible & infinite.

### Principle-Driven Reasoning

- E.g., oneness, love and trust.

### Authentic AND Open

- Vulnerable; open hearted.

### Motivated from Within

- Inner driven, other focused.

### Being the Change

- First go within and search ...
- Change self to Self.

## In Alliance

### Create Healthy Atmosphere

- Clear the air; confrontation.

### Core Vision: Create Value

- Vision & value from collective.

### Fixed AND Spontaneous Leadership

- Via simplicity (2-Slides).

### Appreciative Inquiry

- Means for problem solving.
- Listen and understand.

### Controlled Chaos

- Enables greatest creativity.

### Co-Creation

- In relationship, via dialogue.

## In Business

### Crucibles for Transformation

- All we *have* are relationships, for creation & transformation.
- The more intense, the better.

### Strategic Insurgency

- Transcend limiting sanctions.
- Source of healthy change.

### Reframe Reality

- Relationship: THE asset.
- Practical spirituality.

### Greater Openness and Trust

- Via confrontational dialogue.

### Alliance's Strategic Gifts

- Nearly unlimited (next slide ...)

# Alliance's gifts to business

Enabling on-going transformation – the strategic “How to” ...

---

**... establish, build and deepen relationship:**

- “Relationship building” is *the* most strategically important competency for business.
- Individual and collective relationships (i.e., teams, communities and ecosystems).

**... establish adaptive, flexible and responsive leaders, who are also stable and grounded.**

**... change the climate in business to be more healthy, open and creative.**

**... increase the levels of trust via healthy confrontation.**

**... create value in the midst of fear, scarcity, dysfunction and chaos.**

**... build productive communities that attract greatness.**

**... leaders become transformational agents of change:**

- Thriving on controlled chaos.
- Enacting healthy insurgency in order to continually improve strategy.

**... expand “value” to encompass intangible and long-term forms.**

- Creating near-term tangible results in the meantime (i.e., sales revenue).

**... be taken confidently into the land of uncertainty ...**

# Beyond the creation and exchange of value

We change our worlds

---



- **Transformed relationships.**
- **Greater value in all its forms.**
- **More productive communities.**
- **Fearless transformational leaders.**
- **Healthier, more collaborative atmosphere.**

Ref: [http://www.spibr.org/why\\_alliances\\_are\\_strategic.pdf](http://www.spibr.org/why_alliances_are_strategic.pdf)