



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