



Spiritual Principles in Business Relationships
SPIBR.org LLC



13 March 2013

Joe,

SPIBR.org LLC is focused on *you* - the strategic alliance manager - someone who develops and manage *long-term value-creating* relationships. Someone who:

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

The *value-creativity* in you *and* in your alliance increases as you embody [practical spiritual principles](#), which naturally leads to [transformational practices](#) and the [deepening of relationship](#).

The need for spirituality in alliances is a [strategic imperative](#).

ASAP Global Alliance Summit

Last week I was in Orlando, FL (USA) at the [Association of Strategic Alliance Professional's](#) Global Alliance Summit.

Here is my assessment of our profession as represented at the summit:

- role ambiguity abounds, around what it means to *be* a strategic alliance manager (beyond job description, best practices, methodology, tools, skill development and knowledge acquisition)
- there is too much focus on value-exchange and value-extraction to the distraction of *value-creation*
- there is an over-emphasis on near-term tangible forms of value (sales revenue) to the distraction of *long-term* and *intangible* forms of value (which drives near-term value)
- while acknowledging the importance of *trust*, *atmosphere* and *attitude & mindset*, it is unclear how



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- these things can be assessed and improved
- the overwhelming *complexity* of our job was acknowledged, with few practical simplifying solutions

[Comments?](#)

Connect with me on Facebook for nearly-daily spiritual messages

Are You the Problem or the Solution?

The Problem - Our Challenges

As strategic alliance managers we:

- have a singularly unique job - there is nothing else like it
- need to have a long-term and timeless perspective
- are focused on value-creation - beyond value-exchange
- need to have creation occur in a fear-based climate
- have to deal with overwhelming complexity
- are surrounded by distractive and dysfunctional drama
- can be our own worst enemy - stifling value-creation due to our motives and behaviors

The Solution - Our Clear Focus

We become the solution when we:

- are clear about our role and have clarity in our personal identity
- take time out in order to have a timeless perspective
- hear the voice of the collective - the alliance knows:
 - new value opportunities and long-term vision
 - solutions for over-coming value-impediments
- become a transformational agent of change:
 - empowering others via self-obsolescence
 - inspiring via being an illuminating mirror
- focus, focus, focus on:
 - attitude & mindset to deepen relationship
 - simplicity ... on the other side of complexity
- see ourselves as *the creator* over our alliance (really!)



Read about our [services](#) on *being* an alliance manager and the related [whitepaper](#) - a unique, holistic and empowering perspective. We offer this via a [unique engagement model](#).

Who do you think you are?

And, why not love your work and work your love?

Conscious Capitalism 2013

On April 5th & 6th I will be in San Francisco, CA at [Conscious Capitalism 2013](#).

Attending will be world leaders in the awakening of business. CEOs from Whole Foods Market,

Patagonia, The Container Store, Conscious Capitalism, Inc., Dell Social Innovation Challenge, The Unreasonable Institute, The Motley Fool and the Drucker Institute, along with many others.



[Connect](#) up if you would like to meet up in SF.

Welcome

Be part of our growing and productive community. Participate in our [Linkedin](#) group *Spiritual Principles in Strategic Alliances*. We currently have 109 members! Share your [input and feedback](#).

In [Love](#),



Joe Kittel
SPiBR.org LLC
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