



Spiritual Principles in Business Relationships
SPIBR.org LLC



Hear the Voice of the Collective ...

What do You Think?

[Hear the Voice of the Collective](#)

2 April 2013

Joe,

[SPiBR.org LLC](#) is focused on *you* - the strategic alliance manager - someone who develops and manages *long-term value-creating* relationships and:

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

Your and your alliance's *value-creativity* increases as you embody [practical spiritual principles](#) which naturally lead to [transformational practices](#) and the [deepening of relationship](#).

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

Hear the Voice of the Collective

***The collective knows things
the I cannot possibly know.***

Over the decades I have grown to deeply appreciate the power of the collective - the power *in* a community. Within a strategic alliance the *voice of the collective* tells us amazing things. By listening to the collective we discover new opportunities, we see a clear and realistic vision of the future, we uncover major value-impediments, and we find practical recommendations for overcoming obstacles.

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Spirit lives in *relationship*. Spirit inspires and enthuses; this is especially true *in* strategic alliances. If the *voice of the collective* can tell us amazing things about our alliance, then why not in [this community](#)?

My intention is to figure out how to be of maximal service to *you* such that *we* fundamentally change the artful science of strategic alliance manager. As in life and in alliances this is "a *we* thing." I do not have all of the answers; but, *we* do.

Kindly set aside 5-10 minutes of your time. Read or scan through the [Voice of the Collective](#). What thoughts get stirred up? Do you agree or disagree? What [comments](#) do you have?

Simplicity Enables us to Hear the Collective

Revisiting a Simple and Powerful Methodology

I recently revisited the benefits of the [2-Slide Methodology](#)TM - a process for *hearing the voice of the collective* in an alliance.

Ten Benefits:

1. Cut through overwhelming complexity with simplicity.
2. Neutralize drama with practical recommendations.
3. Uncover new unforeseen opportunities.
4. See a clear, compelling and realistic long-term vision
5. Bring greater alignment into your alliance.
6. Build a productive community via deep listening - create a sense of home.
7. Develop totally leverageable content (ideas reusable with any audience, and in any alliance management system).
8. Transform your alliance - positive change, top-to-bottom.
9. Establish a simple basis for ecosystem management.
10. Gain a clear set of prioritized foci.

If you think these benefits are not possible, checkout some of my [endorsements](#), most are directly related to the practical use of this transformational methodology.

ASAP Colorado Chapter Evening Seminar



On May 8th in Denver I will co-present at the [Association of Strategic Alliance Managers](#) Colorado Chapter evening event. The topic will be ***Simplicity as a Best Practice - Spanning Cultural Divides***.

This will be an evening of rich inter-personal networking, thought-provoking presentations and in-depth discussions among world leaders in strategic alliancing and international enterprise software distribution & sales.

Click [here](#) for more information and to register. Or contact the ASAP Colorado Chapter President: George Tyler at

George@3rdEagle.com or 303-482-7583.

Welcome

Be part of our growing productive [community](#). Participate in our [LinkedIn](#) group *Spiritual Principles in Strategic Alliances*; we currently have 123 members.

Share your [input and feedback](#).

In [Love](#),



Joe Kittel
SPiBR.org LLC
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