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**Spiritual Principles in Business Relationships**  
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## Three Simple Gifts

*Make everything as simple as possible, but not simpler.*  
- Albert Einstein

24 November 2013

Joe,

As strategic alliance managers we:

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

And [we cannot do the impossible alone](#); we need each other.

### The Gift of Simplicity

An alliancing colleague and dear friend once said that he equated simplicity with spirituality. I agree.



There is *power* in simplicity. The *process* of moving from complexity into simplicity *transforms* strategic alliances.

Recently I updated the [service page](#) and the [whitepaper](#) on the *2-Slide Methodology*, emphasizing the ways this empowering process helps strategic alliance managers overcome every major challenge they face.

The [benefits](#) of this simple-but-hard methodology are astounding.



### The Gift of Dialogue

My friend Peter Simoons and I had a great discussion about spiritual principles in strategic alliances. Click [here](#) for an overview of the interview and the Podcast.

Topics discussed: spiritual principles, fundamental

principles, value-creation, doing the impossible, the [2-Slide Methodology](#) and the [role of alliance manager](#).

Thank you Peter for this gift we now share with others.

## Ideas Are Gifts

In order to *change your alliance* you need to "be the change" - change has to start with *you*.



The [Change Your Alliance whitepaper](#) presents bold ideas that will transform both you and your strategic alliance, if you have the courage to go within yourself.

Related to "our ideas are gifts" is [Self-Obsolescence](#). This transformational practice is the most empowering idea an alliance manager can embody. This idea is counter-intuitive. Some people might say it's reckless. Read it, consider its bold ideas, try it out - if you dare.

Participate in our LinkedIn group [Spiritual Principles in Strategic Alliances](#). With 192 members we are relatively small in number but we are growing.

[Love](#),



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