

SELF-EMPOWERED VALUE-CREATION

Relationship is cause. Value is effect.

Dialogue is the portal. Trust is the key.

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https://spibr.org/self-empowered_value-creation.pdf

This summarizes potential topics for community-building dialogue sessions with alliance managers (e.g., SRMs and [strategic alliance managers](#), 36 pgs.). We are practitioner-driven.

- I. [RELATIONSHIP IS CAUSE](#) (6:27) – your *most* strategically-important asset.
 - a. It is a third something that lives in-the-between.
 - b. It possesses amazing *creative* power – omnipotence, omnipresence, omniscience and omnibenevolence.
 - c. Its powerfully-creative nature is most clearly seen in a web-of-relationship.
- II. [STRATEGIC ALLIANCE](#) (10:20) – a value-creating web-of-relationship.
 - a. An [alliance's purpose](#) (4:59) is the creation of *value*. Generating revenue is *not* a purpose, revenue is a *requirement*.
 - b. Value-creation is a precursor to value-exchange (co-marketing and co-selling).
 - c. A strategic alliance succeeds when *relationship* itself is seen and valued.
 - d. A dominate focus on *transactions* (quantitative attributes; e.g., sale) can obscure a *relational* view (qualitative attributes; e.g., trust). We need to focus on both.
 - e. [Qualitative improvements](#) (5:40) lead to quantitative results; focusing on relationship (e.g., trust) naturally leads to business results (e.g., revenue).
- III. [PERSONAL IDENTITY](#) (22:41) – a strategic relationship manager.
 - a. An SRM is a [creator-of-value](#) (1 pg.), with a long-term orientation.
 - b. Their job is to deepen relationship in order to create value and increase sales.
 - c. Individuals who come from seemingly similar 'traditional' roles in business (e.g., sales, account management, business development, and program/project management) have the potential to *limit* the long-term creation-of-value.
 - d. An SRM needs to have a timeless, value-oriented, and organizationally-limitless orientation (i.e., they are able to go *anywhere* within the organization).
 - e. Comparing the SRM to that of a CEO is similar, but it can actually limit an SRM's creative power. They need to not be frustrated by their lack of power, and instead tap into relationship's power via such practices as [self-obsolescence](#) (2 pgs.).
 - f. SRMs are *always* negotiating (i.e., having important conversations). However, they need to be *soft* on people and *tough* on issues; comfortable in-the-between.

- g. SRMs are agents of change, in various forms; often [transformational](#) (18 pgs.).
- h. They need to reflect the attributes of the Creator, if they are to be creators.
- IV. **[PERSONAL AND ALLIANCE SUCCESS](#)** (9:40) – a personal development process and target.
 - a. *Personal* success is mostly tied to attitude and mindset.
 - b. [Alliance success](#) (2:31) is mostly tied to relationship and people.
 - c. ANDing them together creates a customizable 3x3 matrix that can be used to drive both personal and alliance success; change attitude to deepen relationship.
 - d. The SRM needs to enter into dialogue with self and with others in order to complete their custom personal development matrix.
- V. **[EMPOWER THE WEB-OF-RELATIONSHIP](#)** (20:47)– observe it, listen to it, see it come alive.
 - a. Listening is an act of love. It is empowering.
 - b. Hear the [voice-of-the-collective](#) (29 pgs.). It will empower the web, the alliance.
- VI. **[DIALOGUE IS THE PORTAL](#)** (11:07) – [trust](#) (11 pgs.) is both cause and effect; it is the key.
 - a. [Dialogue](#) (1 pg.) is the answer; it is the portal into a web-of-relationship.
 - b. It exposes the issues – the value-impediments, and it offers recommendations.
 - c. By seeing, acknowledging and dealing with impediments, trust increases.
- VII. **[VALUE-BASED NEGOTIATING](#)** (21:56) – enter into value-creating dialogue with the web.
 - a. “Negotiating” is an ‘important conversation’; we are always negotiating.
 - b. Focus on being soft on people and tough on issues.
 - c. Enter into deep, authentic and empathic dialogue in order to access what lives in-the-between. Between people, organizations and ideas.
 - d. Beyond mere win/win - find new value-creating opportunities via dialogue.
 - e. [Dialogue](#) (15:51 audio) starts within self and then expands and deepens.
 - f. The [2-Slide Methodology™](#) (29 pgs.) is about ‘simply’ hearing the voice-of-the-collective via individual and collective dialogue in order to remove value-impediments and create greater value.
 - g. Create value and accomplish impossibilities along the way.
- VIII. **[SUSTAINABLE COLLABORATIVE ADVANTAGE](#)** (9:40) – the attraction of simplicity.
 - a. Simplicity is attractive – just like personal integrity is attractive.
 - b. As your company becomes easier and simpler to work with, you will attract other companies to follow your company’s ecosystem leadership.
- IX. **[ACCOMPLISH IMPOSSIBILITIES](#)** (35:23) – and live a life of [bliss](#) (1 pg.).
 - a. Do what you love and you will do it well. The world needs you to do that.