



# A Strategic Alliance Succeeds

When the business values relationship

*Your power-of-creation is hidden in plain sight™*

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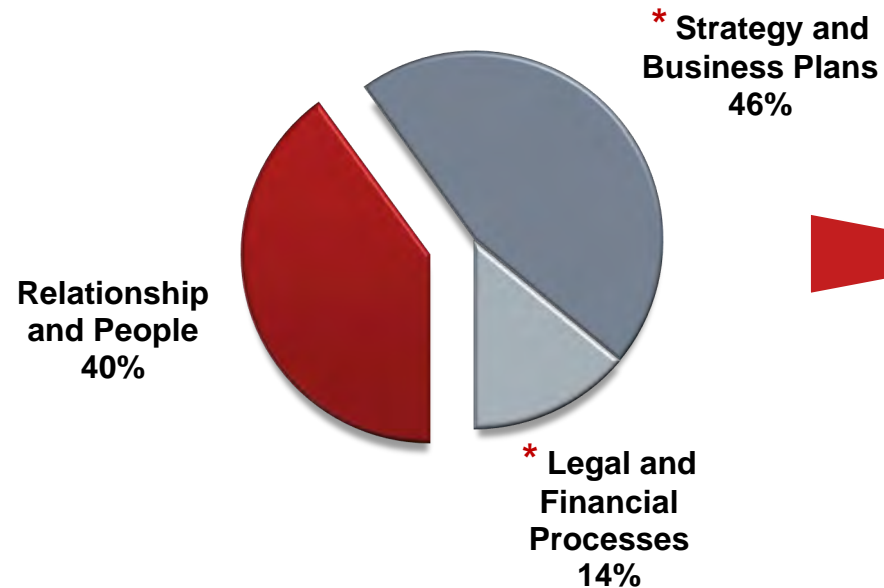


These slides – [www.spibr.org/success.pdf](http://www.spibr.org/success.pdf)

Shown in this video – <https://youtu.be/UqNUfP4o5-M>

# Strategic Alliances Succeed

When relationship is valued



Ref: *Managing Alliances for Business Results: Lessons Learned from Leading Companies* by Jeff Weiss, Sara Keen and Stuart Kliman, Vantage Partners LLC. Three years of research of over 100 alliance managers and executives representing 93 companies in a broad range of industries.

**Most strategic alliances fail to achieve their full Value-Creating potential. Why? Because:**

~40% is directly tied to relationship

~60% is indirectly tied to relationship \*

And, transactional (tangible) activities distract us from the intangibles of relationship itself.

\* Traditional business practices need to be "alliance-ized".



# Joe Kittel

## Relationship Engineer

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- Grounded in electrical engineering (magna cum laude), I focus on the use of fundamental principles in order to create value and accomplish the impossible. This I have done in corporate level engineer-driven strategic alliances (e.g., amongst HP, IBM, Intel, Microsoft, SAP and others), measured in \$Bs.
- I am focused on creating value, in and between organizations, by leveraging off of the lessons learned in life and in my strategic alliancing work.
- I empower others to accomplish the impossible and change the world.

[résumé](#)

Let us engage in follow-up dialogue – [www.Value-Creation.NET](http://www.Value-Creation.NET)



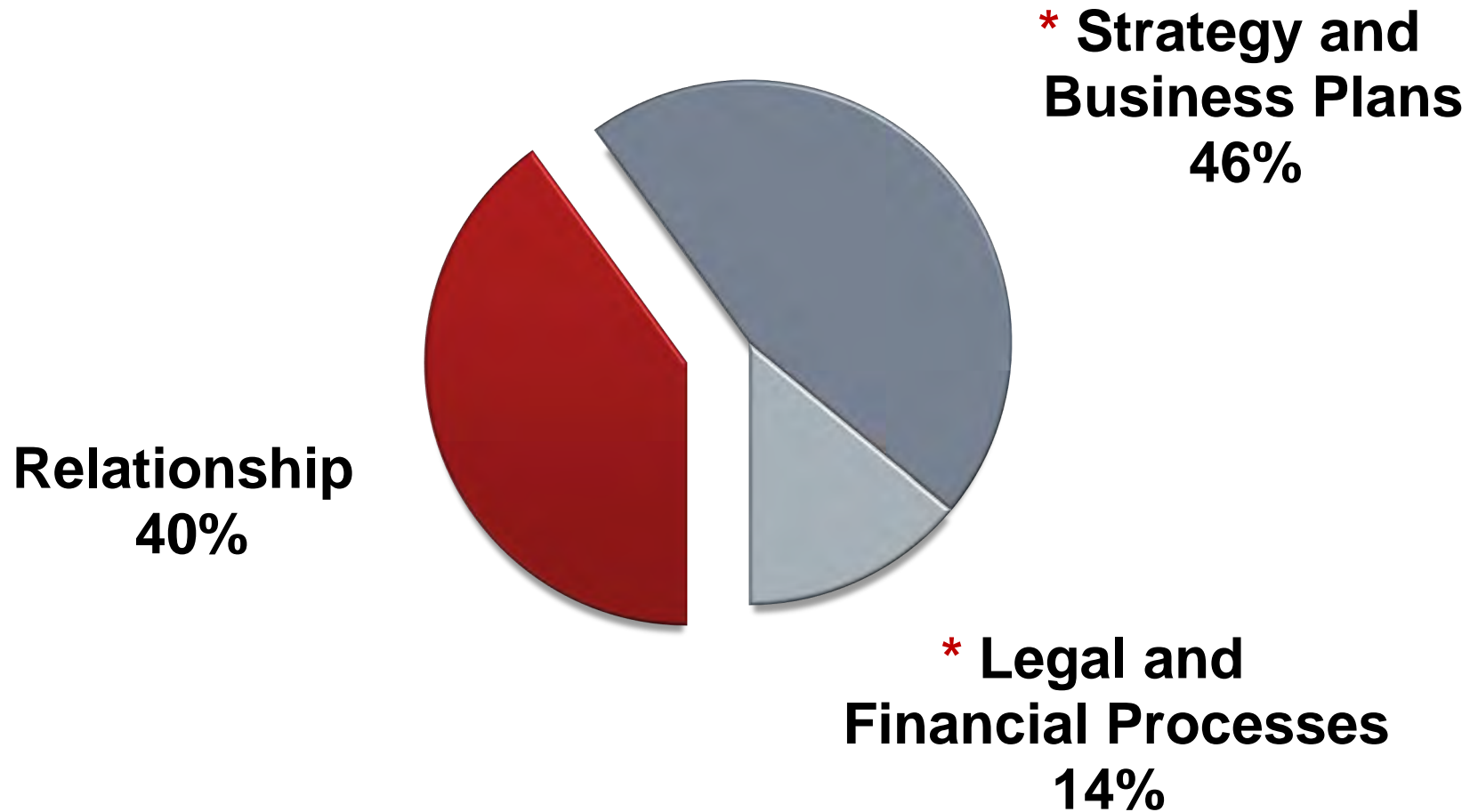
# Backup Slides

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\* 60% is indirectly tied to relationship