

## GANDHI: TRANSFORMATIONAL STRATEGIC ALLIANCE MANAGER

What would it be like to negotiate with your greatest teacher?

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[http://www.spibr.org/Gandhi\\_strategic\\_alliance\\_manager.pdf](http://www.spibr.org/Gandhi_strategic_alliance_manager.pdf)

Imagine your greatest teacher, whomever you look to for guidance, wisdom and insight. This teacher could be spiritual, educational or from the world of business.

Now imagine the following. Imagine what it would be like if Mahatma Gandhi were the other side's strategic alliance manager:<sup>1</sup>

- What would it be like to *negotiate* with Gandhi?
- How would you *prepare* for meetings?
- Would you be fully *present* in your meetings with Gandhi? Would you be multitasking (e.g., sending and receiving text messages)?
- How would the *value created* in your alliance be affected by Gandhi's presence?
- Would the *results* be the best results for *all* concerned?

This is how I imagine Gandhi as a strategic alliance manager, a transformational one.<sup>2</sup>

**BE THE CHANGE** - as within so without. Coming from a place of self-actualization he helps lead the alliance to collective-actualization. By being willing to delve deeply within himself and discover internal unknowns the alliance becomes increasingly adaptive to external change. It achieves ever-greater strategic and tactical growth.

**INTEGRITY** - oneness. By leading from a place of integrity and oneness the alliance develops holistically. Leadership naturally flows to the person best suited to lead in any given situation. This integrity is itself attractive, attracting greater success. Success begets success in virtuous cycle.

**CONFRONTATIONAL**. Through loving confrontation, based on clear principles, issues get dealt with proactively. Trust is at an exceptional level. Relationships are clear and open. The overall atmosphere is healthy and great value-creation naturally flourishes.

**TIMELESS VISION**. By keeping the collective focused on a timeless vision, the greatest good for all is accomplished. The timeless vision focuses attention on the intangibles, the cause for tangible results. This vision reframes today's reality toward a new future.

**HEALTHY INSURRECTION** - transcend sanctions. In order for the alliance to accomplish its full value-creating potential, unhealthy sanctions are transcended, helping the alliance grow, helping the business transform itself.

**PEACEMAKING RELATIONSHIPS**. He helps everyone maintain clear, open and healthy relationships by proactively dealing with challenging issues. This approach is applied to relationships between the companies, between people and even between ideas (e.g., negotiating positions).

He *is* the bridge. *We* are the bridge; that is what we do; that is what we *are*.

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<sup>1</sup> I'm using Mahatma Gandhi to represent a great teacher for two reasons: (1) he is broadly accepted as a great teacher, and (2) he is the basis for the study of transformational change agents done by Robert E. Quinn in his book *Change the World*; a book explicitly about bringing spiritual ideas into the world of business. Quinn also studied the lives of Jesus Christ and Martin Luther King as transformational agents of change. Read *Appendix A* from Quinn's book at [www.spibr.org/Transformational\\_Change\\_Agents\\_and\\_Organizations.pdf](http://www.spibr.org/Transformational_Change_Agents_and_Organizations.pdf).

<sup>2</sup> Refer to the whitepaper *Transform Your Alliance: accomplish extraordinary results* at [www.spibr.org/Change\\_Your\\_Alliance.pdf](http://www.spibr.org/Change_Your_Alliance.pdf)