



## Strategic Alliance Managers' Summit

Heidelberg, Germany

18-19 December 2012

### Our Shared Vision

We are a value-enabling community of strategic alliance managers, fundamentally redefining the artful science of alliance management. We are doing this via the practical application of spiritual principles in ourselves, in our work and in our lives. We are changing our world by changing the rules of the game.

### Our Motive

Over half of all strategic alliances fail, they either fail outright or there is significant untapped value. The primary and unaddressed cause is a *failure in relationship*. If we as alliance managers do not focus on relationship no one else will, and we stay stuck in mediocrity.

### People Who Should Attend

- Strategic alliance managers with substantial experience.
- People who serve alliance managers: consultants, managers, coaches, trainers and professors.
- Business and spiritual leaders who are transforming the world of business.

### As a Member of This Community, You Will:

- Gain a uniquely powerful perspective on the nature of strategic alliances and what it means to be an alliance manager.
- Come to understand how the fundamental cause of strategic alliance failure is *in relationship*; and, given spirituality is about deepening relationship its application is an urgent and strategic imperative.
- Understand how spiritual principles can be applied in business with practical and immediate benefit, without stirring up either pro- or anti-religious zealotry.
- Begin to embody changes in your attitude and mindset that will authentically improve behaviors, naturally deepen relationships and increase the value-creating potential in your alliance.
- Realize the critical importance of precisely defining your unique role as a strategic alliance manager – for yourself and your alliance – and you will be armed with tools to collaboratively do that.
- Realize that all true change starts with your relationship with your Self, which is both dependent upon and affects your personal identity.
- Come to understand how you can be your own worst enemy and how to overcome those value-limiting and unhealthy behaviors.
- "Be the change" by choosing to see the divine nature in yourself, in others and in your work.
- See how alliances are where the world of business needs to start transforming itself. You are indeed at the eye of the hurricane.
- Begin to personally grow in your value-enabling abilities by being more naturally connected with Self and others, becoming a practical visionary, having greater integrity, being more deeply principled, being more at peace, being able to lovingly confront difficult issues, bringing greater trust into your alliance, attracting greatness via the authentic use of gratitude, becoming a more creative value-creator, being the metaphor for metamorphosis (being the change), being a true servant-leader, transforming your alliance into a productive community (home) and you will *leave a legend*.

The fee for this event is €100. Pre-payment is required. Contact me to make your payment.

You are responsible for your own transportation (we suggest flying into Frankfurt or Karlsruhe/Baden-Baden airport), meals (except for breakfast and lunch on our meeting days; to be clear, you are responsible for paying for your own dinner Tuesday evening) and lodging expenses. Contact me to help arrange your lodging; there is a chance we may be able to use some apartments (nicer and cheaper than a hotel).

[Love,](#)

### Joe Kittel

International Business Consultant & Coach

[joe@spibr.org](mailto:joe@spibr.org)

+1 970 227-6238

Loveland, CO

[www.spibr.org](http://www.spibr.org)



## Spiritual Principles in Strategic Alliances

*Heidelberg Summit*

18-19 December 2012

### Structure

Tuesday, 18 December

- 08:00-09:00 Breakfast and Networking
- 09:00-17:00 Meeting with Working Lunch
- 17:00-19:00 Networking with Light Food and Drink
- 19:00-21:00 Dinner and Celebration

Wednesday, 19 December

- 08:00-09:00 Breakfast and Networking
- 09:00-15:00 Meeting with Working Lunch

### Suggested Agenda

- Agenda Review and Adjustment
- Set Context
  - Confidentiality
  - Definitions
    - Strategic alliance
    - Spirituality
  - State-of-Alliancing
    - Causes of success
    - Causes of failure
- Be Prepared (maybe a few PPT slides) to Briefly Present and Discuss (est. 15 minutes each):
  - Personal introduction: you and your alliance(s)
  - Examples, insights and causes of your's and your alliance's successes and failures
  - What are your greatest personal challenges?
  - Stories and experiences related to the importance of *relationship* in alliances
  - How can this summit/community be of maximal value to you?
  - What do you have to give into this summit/community?
- Feedback and Critique
  - Book: *Spiritual Principles in Strategic Alliances*
  - Whitepapers
    - *Strategic Alliance Manager Role: a unique, holistic and empowering perspective*
    - *Simply Focus on Incremental Value and Value-Impediments: transforming a strategic alliance through simplicity*
    - *Building Trust in Strategic Alliances: enabling greater value (via loving confrontation)*
- What Are Our Greatest Value-Enabling Activities?
  - On-going summits
  - Conference calls
  - Workshops
  - Newsletters
  - LinkedIn groups
  - Coaching or consulting services
  - Training services
  - Possible future whitepapers (by Joe &/or this community)
    - *Self-Obsolescence: the empowerment in giving away your greatest ideas*
    - *Being an Illuminating Mirror: the inspiring and attractive power in gratitude*
    - *Negotiating Beyond Mere Win/Win Results: staying uncompromisingly in the midst*
    - *Transforming an Alliance into a Value-Enabling Community: building an attractive home*
    - *Manifestation: realizing your vision in your work*
- Being of Service / Being of Value
  - How can we serve each other?
  - How can I be of service to you?
- Our Next Steps ...