Alliance Practitioners' Community (APC)

Facilitator: Joe Kittel

https://spibr.org/alliance_practitioner_community.pdf

3 November 2026

Are you experiencing overwhelming complexity, dysfunctional drama, or a low level of trust[1] in your web-of-relationship[2] ?

When you practice deep and authentic dialogue, in a community:

- **Trust will increase and the atmosphere will open up;**
- **You will then facilitate the creation of greater value, and**
- **Your web-of-relationship will accomplish impossibilities.**



We are hosting open, community-building dialogue sessions:

Every Wednesday, 10:00 AM MT (Denver time), for 60 minutes

https://zoom.us/ (click on "Meet"); Meeting ID: 970 227 6238; Password: 122253

As a strategic relationship manager, you are a bridge-builder and you are a bridge.

Practitioners focused on the creation of value will find these sessions to be especially worthwhile.

1. All three attributes can always be improved: less complexity, less drama, and especially greater trust.
2. Web-of-relationship = a community, group, or organization; any gathering with a common purpose.

ALLIANCE PRACTITIONERS' COMMUNITY

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WHY WE NEED COMMUNITY

Value-creating alliance practitioners need our own dedicated community, because:

1. Impossible work - our work is like no other job in the world – nothing else even compares. We regularly do the impossible with nothing in the eye of a hurricane. We get highly-competitive companies to deeply-collaborative and openly share some of their intellectual property.
2. More fear than trust - the on-going development of trust is uniquely challenging in value-creating alliances. We are working in the midst of a fear-based and scarcity-oriented climate.
3. Unique identity - we need a place for our *personal* development – the foundation for *career* development. Career development rests on personal development. Who do you think you are?
4. We need each other - as community builders, we need our own community where we can share best practices with other experienced practitioners, other builders-of-community. We need a community comprised of, and facilitated by fellow practitioners; where we can be at home.

OUR CHALLENGES

The source of *every* problem is our inability or unwillingness to see and *value relationship* itself.

Relationship is your *most valuable* resource.

A web-of-*relationship* – a group with a common purpose – fails to accomplish its full potential, due to:

- Low levels of trust – impedes the openness of communication. And, trust can *always* improve.
- Lack of open communication – prevents problem solving and the uncovering of new ideas.
- Overwhelming complexity – clouds the ability to see a long-term value-creating vision.
- Dysfunctional drama – distracts everyone and ultimately disempowers the group.
- Excessive urgency pressures – inhibits deep creative reflection. Superficiality rules the day.
- Lack of meaningful community in the world – impacts everything we do. It is a global epidemic.

STRATEGIC RELATIONSHIP MANAGERS

We do the impossible, with nothing, in the eye of a hurricane. In our society – dominated by *competition* – relationship managers get competitive companies to *collaborate*. We do this with insufficient resources (in terms of people and money), while working in a fear-based and scarcity-oriented world. Today, this world is being assaulted by geopolitical, technical and economic disruptions.

WHERE DO OUR SOLUTIONS LIVE?

Where can we turn to for solutions to our challenges? Each other. As community builders we also need a community. We need each other. And, the world needs our community-building work to succeed.

WHO IS OUR COMMUNITY FOR?
This community is for strategic alliance/relationship managers, community builders, organizational leaders, ecosystem architects; anyone responsible for the creation of value in their web-of-relationship.

WE BUILD BRIDGES, IN COMMUNITY
And, ours are no ordinary bridges. Our bridges empower: (a) the transforming of challenges into solution, (b) the creation of new forms of value, and (c) the accomplishment of impossibilities. By entering into deep, authentic and empathic dialogue (11:07), we create transformative bridges.

WHAT YOU WILL GAIN
You will be empowered (2 pgs.) with *personal* development insights which will underpin your *career* development. And, you will acquire a methodology that will complement any alliance development process, system or tool.

WHY JOE KITTEL?

- For nearly three decades, created new forms of value and accomplished impossibilities amongst Adobe, HP, IBM, Intel, Microsoft, SAP and others; mostly in collaborative-R&D strategic alliances.
- For two decades, facilitated the creation of small, focused dialogue-based communities.
- Has discovered and shared how impossibilities happen – both at work and at home.
- Has powerful endorsements – in the area of strategic alliancing work and beyond.
- Practiced deep dialogue (11:07) in relationships and community – changed lives and saved lives.

I AM ON YOUR SIDE
I am uniquely focused on *you* the practitioner. Your success feeds into our overall success.

REFERENCES:

- Self-Empowered Value-Creation (2 pgs.) – ideas we might draw from during our gatherings.
- Zoom into our weekly gatherings, every Wednesday at 10 AM MT (Denver time):
  https://zoom.us/ (click on "Meet"); Meeting ID: 970 227 6238; Password: 122253

Love,



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