

FORGING ALLIANCES: THE ART OF DOING BUSINESS

Dr. Cristina Bertrand

June 2014

It's time to put an end to "the art of war" as a business tactic and adopt the art of forging alliances. How can we run a successful business, one that contributes to the good of society as a whole, based on a war model?

Here are the end effects of war:

- 1) War ends in destruction. No matter how large or small, war leaves destruction in its path. Is our goal really to destroy our competitors? We have seen in "Stop Competition" that we should not consider other business people as competitors or enemies. Then why destroy them?
- 2) War always ends with a winner and a loser. The winner obtains an advantage, of course, but leaves behind a residue of hatred and revenge. Do we really want others to hate us or try to seek revenge?
- 3) The principle of war is "the end justifies the means." Anything is allowed in warfare in order to deceive, trick and annihilate the enemy. This goes against universal ethics based on the principles of justice for all. The "winner takes all" principle contains an essential contradiction: trying to achieve a positive outcome through using corrupt means. Good never arises from bad. Using deception, lies, and tricks on those engaged in the same business as ours has no place in today's world.

These three factors generate forces of such negativity that the universe will repel them and send them back to the originators, like a boomerang, while the negative forces will continue to gain power.

Alliances have positive effects

- 1) An alliance is positive, constructive and inclusive, involving cooperation with others. Alliances are made when we need other people on our side.
- 2) In alliances everyone involved wins. There are no losers. The strength of one of the allies benefits the other and vice versa. The positive force derived from this mutuality will come back to the people who generate it, providing a continuous flow of energy and creativity.
- 3) An alliance is based on ethical principles that are all inclusive, which makes them universal principles. "Do to others what you want others do to you" is a well-known universal. The boomerang effect of following this precept will ensure a return of all the good we have done to others. It is a matter of the universal forces of physics.

Let's put an end to the idea of warring sides and start forging alliances!