



CCN ULTIMATE LEADERSHIP SERIES
DECEMBER 18, 2007

Ultimate Leadership:

Leaders Create Alliances that Work

Featuring

Dr. John Townsend
Psychologist
Co-author, It's Not My Fault!

Visit CCN on the web at www.ccn.tv

I. Making alliances

A. Successful organizations make alliances

Even organizations that are vicious competitors still work out alliances

B. A useful definition of *alliance*: “an association for mutual benefit”

There’s something the other organization has that yours doesn’t, and vice versa

You’re no longer alone

C. Alliances bring information and feedback

Organizations without connection become distorted

¹⁸*They are darkened in their understanding and separated from the life of God because of the ignorance that is in them due to the hardening of their hearts.*

¹⁹*Having lost all sensitivity, they have given themselves over to sensuality so as to indulge in every kind of impurity, with a continual lust for more.*

—Ephesians 4:18-19

II. How to do alliance

A. Identify what you are not

Outsourcing: finding someone else to do what you don’t do

The need for alliance and interdependence keeps an organization humble

The eye cannot say to the hand, “I don’t need you!” And the head cannot say to the feet, “I don’t need you!”

—1 Corinthians 12:21

B. Learn to move from the known to the unknown

Find out who would know: “six degrees of separation”

C. Structure meetings

It’s intentional, not accidental

Meeting new people is the lifeblood

D. Have a filter

Know your requirements: is the potential partner trustworthy?

E. Assume mutuality

Be clear about what is for you and what is for the other

Then you have clarity

You know what the roles and responsibilities are

You know where to assign problems

Avoid the “you’ll save us” mentality

Avoid the “I’m doing you a favor” mentality

III. Tips

A. Deal with the perception that interdependence is bad

Interdependence forces you to look outside your resources

Look outside yourself to God and others

B. Deal with defensive administration to avoid meeting new people

C. Evaluate the other’s competency

To achieve, ally with really sharp organizations

D. Re-evaluate over time

You’re not a bad guy for saying, “We’re not going to continue this”

As a leader, you need to exercise freedom

E. Be proud of representing your organization

With alliances:

You leverage more

You get rid of fat

You make connections

Be intentional about connecting with others to further both of your missions

Resources

**ULTIMATE
LEADERSHIP**

A ONE WEEK
INTENSIVE WORKSHOP
WITH
DR. HENRY CLOUD AND
DR. JOHN TOWNSEND

800-676-4673
www.cloudtownsend.com

I found the Ultimate experience to be one of the greatest life changing experiences of my life. I have been to two other growth experience workshops, but found this one to be the most helpful and complete. It touched all parts of my life. Henry and John are doing a great job in demonstrating how our entire emotional and spiritual lives are built on Christ's teachings.

—John Schock: CEO, Financial Management Solutions (Pasadena, MD)

The invaluable incorporation of resources, teaching, sharing, processing, and the quality of all those committed to bringing forth wealth and treasure in us was priceless. I shall always remember that week as a major "turning point", a time where my perceptions of life, myself, and my work were forever changed.

—Patty: Real Estate Broker and Architect (Tustin, CA)

Since going to the Ultimate Leadership workshop, I now realize that getting connected with someone is a kind OF soul fuel that raises me up to another level—which positions me to better solve life's problems.

—Pastor John Sherk (Middlebury, IN)

- Many more testimonies at www.cloudtownsend.com -

It's Not My Fault: The No-Excuses Plan for Overcoming Life's Obstacles
by Dr. Henry Cloud and Dr. John Townsend
www.cloudtownsend.com

"Solutions on Video"
www.cloudtownsend.com

"Perspectives"
www.cloudtownsend.com

Community section
www.cloudtownsend.com

CLOUD-TOWNSEND SOLUTIONS FOR LIFE 

FREE online video solutions 24/7!

As part of our online video community you can ask Dr. Cloud & Dr. Townsend your questions and get a video response!

Go to **CloudTownsend.com** and discover:

- relevant video solutions
- videos of the week
- engaging discussion groups
- and much more!



Contact Information

Dr. John Townsend

Cloud-Townsend Resources
3176 Pullman Street, Suite 105
Costa Mesa, California 92626
Phone: 800-676-4673
Web: www.cloudtownsend.com

Church Communication Network

PO Box 1718
Mt. View, CA 94042
Phone: 800-321-6781
Fax: 650-745-0660
Email: ccninfo@ccnonline.net
Web: www.ccn.tv

Visit CCN on the web at www.ccn.tv