



A free service, REACT's *Partnering Minute* is designed for leaders in the non-profit and business communities who are working in partnering efforts. The REACT Services team of specialists paints pictures of what is happening in the world of ministry collaboration through stories from the front lines, outlining best partnering practices, reviewing key current books, or highlighting case studies.

Please feel free to forward this Newsletter to anyone you think might benefit from this information.

Doing More with Less

Every company and organization wants to be able to do more with less; it is the nature of effective management. Over the past few years, however, the economy has forced many CEOs and leadership teams in both the for-profit and not-for-profit arenas to face the imperative of trying to do **even more with even less**. Not surprisingly, reduced resources have translated into less staff, less training, fewer upgrades in technology, and less ability to respond to new opportunities. Of course, the fundamental premise of partnering is helping us to see how can we leverage our resources with others and see greater results and more impact?

In a recent discussion of high-tech leaders (including Apple, IBM, Intel, etc.) on the current implementation of their partnering practices, they identified a few emerging trends, including:

- alliance activity is definitely increasing, but with much more of a ruthless focus on sales, or what some have called a "**balanced sheet collaboration**";
- reduced resources have catalyzed more internal collaboration and more pooling of inter-departmental resources; and
- the convergence of some technologies are causing new alignments internally and innovations in partnering externally.

These same executives also were cautiously optimistic that maybe the worst part of the economic situation was behind us (at least in the USA), but they also recognized that recovery will not be linear and not evenly spread across sectors. It also will continue to be responsive to current events (for example, Libya and Japan). **How are they reacting to this? By continuing to selectively explore new partnering and collaboration opportunities.**

In the non-profit sector, we are seeing a substantial number of emerging global opportunities right now (from the crises in the broad Middle East to disaster response to business development and job creation). Unfortunately, these fresh possibilities for ministry, when combined with the speed of change in our global culture, have left most leaders literally exhausted from trying to keep up. In addition, the amount of new opportunities have made it difficult for leaders to choose from and prioritize – especially with stretched resources.

One of the core advantages of results oriented partnering, however, is the ability to brainstorm with other groups on these kinds of challenges and see what might be the most appropriate – and strategic opportunity. Does your organization do this in any intentional way? Is it done on a regular basis?

Partnering and collaboration can often light the way to greater prosperity and fruitfulness because it can allow us to do more with less. But we have to do it together.

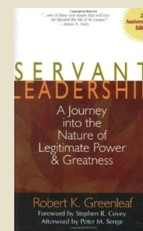
Please let us know how REACT Services might be able to assist you in your collaboration strategies. Contact us at: Info@REACTServices.com.

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March Resource Recommendation



Servant Leadership: A journey into the nature of legitimate power & greatness, Robert K. Greenleaf

There was a time several years ago when I believed being a good Christian and particularly a good Christian **leader** was to die to Self. Death itself is very complex, and dying to Self adds a new dimension – it's really like committing suicide. Due to a number of reasons, suicide eventually became an option for me.

A few years later, I was invited to study another perspective of the biblical concept of dying to Self. Brought forth into the public consciousness by Robert K. Greenleaf about 40 years ago, servant-leadership tells a different narrative. See, I grew up thinking that death was the goal and reached when I could no longer see my Self, which is how suicide became an option. To the contrary, the goal of servant-leadership is life. We look no further than the gospel story: death precedes life, yes, but death that does not produce life is pointless. Servant-leadership, then, occurs when the servant-leader is unafraid to look inward and unafraid to give it away. This giving away of the Self is a shared reciprocity, too: when servant-leadership is at work, we see the other, we share our power, and everyone is living his or her authentic Self.

And how do we know if servant-leadership is at work? Greenleaf answers, "The best test, and difficult to administer, is this: Do those served grow as persons? Do they, *while being served*, become healthier, wiser, freer, more autonomous, more likely themselves to become servants?" This test applies to all involved: both servant and servant-leader.

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