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Author, speaker and management consultant Lencioni (The Three Signs of a Miserable Job) preaches a business model that may seem antithetical to many, which he calls "getting naked": being unafraid to show vulnerability, admit ignorance, and ask the dumb questions when dealing with clients.

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Getting Naked tells the remarkable story of a management consultant who is trying desperately to merge two firms with very different approaches to serving clients. One relies on vulnerability and complete transparency; the other focuses on proving

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its competence and protecting its reputation for intellectual prowess.

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rated it really liked it. "Getting Naked" is a metaphor advanced in a new book by the prolific and insightful Patrick Lencioni, about how to build a culture of client service excellence by helping people shed their fears, baggage, and ego in any business for which dealing with clients is a driver of success. The book, which takes the form of an accessible if sometimes contrived first-person story, focuses on the fears that effect all of us in client ...

## Getting Naked: A Business Fable about Shedding the Three ...

When a small boutique consulting firm gets bought out by one of its biggest competitors, they teach the more senior consulting firm a lesson in how to win over clients. Using [the naked service] business model, they show how vulnerability and transparency are the keys to customer loyalty. In the fable, the

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fictional character of Jack Bauer learns how to shed the three big fears of any business, by "getting naked," and becoming more real to their potential clients, instilling trust ...

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## Editions of Getting Naked: A Business Fable about Shedding ...

Author, speaker and management consultant Lencioni (The Three Signs of a Miserable Job) preaches a business model that may seem antithetical to many, which he calls "getting naked": being unafraid to show vulnerability, admit ignorance, and ask the dumb questions when dealing with clients. Lencioni's central argument is that by focusing on sales, rather than communication, consultants miss the key part of their job-consulting-and therefore lose out on valuable long-term client relationships.

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## Getting Naked: A Business Fable - TeamStrength

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Getting Naked tells the remarkable story

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of a management consultant who is trying desperately to merge two firms with very different approaches to serving clients.

One relies on vulnerability and complete transparency; the other focuses on proving its competence and protecting its reputation for intellectual prowess.

## Getting Naked: A Business Fable About Shedding the Three ...

The idea of "getting naked" is about overcoming your fears of vulnerability. Lencioni describes the three fears as 1) fear of losing the business, 2) fear of being embarrassed, and 3) fear of feeling inferior to your clients.

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Since Brené Brown's powerful TED Talk in 2010, vulnerability has become an increasingly popular topic. There have

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## Loyalty

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