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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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Write a review. Jan 20, 2012 Michael 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 ...

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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

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show how vulnerability and transparency are the keys to customer loyalty. In the fable, the 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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Getting Naked: A Business Fable. Getting Naked: A Business Fable. Written by: Patrick Lencioni Presented by: Susan R. Schilke Overview. Another leadership story from Pat Lencioni; Follows Jack Bauer (a different one), a management consultant, trying to learn about his former #1 competitor – now a newly acquired part of his company;

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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. 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 tells the remarkable story of a management consultant who is trying desperately to merge two

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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 Bren é Brown ’ s powerful TED Talk in 2010, vulnerability has become an increasingly popular topic. There have been numerous leadership books, articles, and podcasts on this subject. I recently...

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