

## Getting Naked A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty

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### Getting Naked A Business Fable

Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty Hardcover – February 2, 2010 by Patrick Lencioni (Author) 4.8 out of 5 stars 403 ratings

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

I finished Getting Naked: A Business Fable About Shedding the Three Fears That Sabotage Client Loyalty by Patrick Lencioni. 240 pages, book #18 of 182 (WOO 10% DONE), finished 2/4/2 And when we do something, or fail to do something, in order to protect our business, they eventually lose respect for us and understandably question whether they should trust us."

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

"Naked" in the title relates to open, honest and transparency. "Getting Naked" refers to running your company in such a way that you are totally open, honest and transparent with your clients. This honest (or vulnerability) can cause a level of trust that can lead to a very high customer loyalty.

### Amazon.com: 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.

### 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 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 ...

## Read Book Getting Naked A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty

### **Getting Naked: A Business Fable About Shedding The Three ...**

Book Summary — Getting Naked: A Business Fable About Shedding the Three Fears that Sabotage Client Loyalty Another fabulous book from the Patrick Lencioni's fable series. I had already read The...

### **Book Summary — Getting Naked: A Business Fable About ...**

Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty by Patrick M. Lencioni - Books on Google Play.

### **Getting Naked: A Business Fable About Shedding The Three ...**

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;

### **Getting Naked: A Business Fable - TeamStrength, Inc.**

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.

### **Getting Naked: A Business Fable About Shedding The Three ...**

In Getting Naked, Pat Lencioni unveils a revolutionary approach to client service that yields uncommon levels of trust and loyalty. Pat challenges service providers to be completely transparent and vulnerable with clients in order to overcome the three fears that ultimately sabotage client allegiance.

### **Getting Naked | The Table Group**

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.

### **Getting Naked by Patrick Lencioni | Audiobook | Audible.com**

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 its competence and protecting its reputation for intellectual prowess.

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

He has applied the "Getting Naked model" unconsciously for years and has found his clients treating him more like a real partner and team member rather than as a vendor or outsider." As is usual, Lencioni shares the "Naked Service" model through a fable. In it, he outlines the need to:1. Let go of the fear of losing (business)2.

### **Getting Naked: A Business Fable About Shedding The Three ...**

Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty. Add your review. Business & Money. Amazon.com

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### **Getting Naked: A Business Fable About Shedding The Three ...**

Written in the same dynamic style as Lencioni's previous bestsellers, including "The Five Dysfunctions of a Team, The Naked Consultant" illustrates the principles of inspiring client loyalty through a fascinating business fable.

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

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