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Hardcover - February  
2, 2010 by Patrick

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Lencioni (Author) 4.8  
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*Page 7/27*

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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."

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"Naked" in the title relates to open, honest and transparency.



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"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.

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Author, speaker and

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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**

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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 show how vulnerability and transparency are the keys to customer loyalty. In the fable, the fictional character

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

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Fable. Written by:  
Patrick Lencioni  
Presented by: Susan R.  
Schilke Overview.  
Another leadership  
story from Pat  
Lencioni; Follows Jack  
Bauer (a different one),

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Fable About  
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

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Fable About 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



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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

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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

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to your clients.

**Getting Naked by  
Patrick Lencioni |  
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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

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Fable About transparency; the other sheds the three fears that focuses on proving its competence and protecting its reputation for Client Loyalty Sabotage Client 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

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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.

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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.

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Getting Naked A  
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"Getting Naked" refers  
to running your  
company in such a way  
that you are totally  
open, honest and  
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## Three Fears That Sabotage Client

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