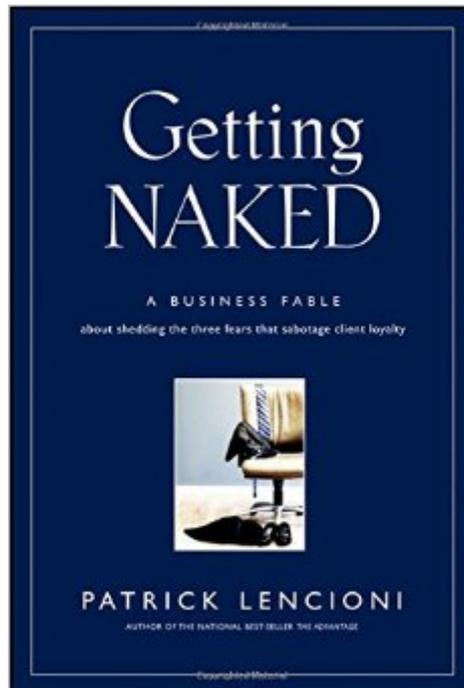


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# Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty



## Synopsis

Another extraordinary business fable from the New York Times bestselling author Patrick Lencioni  
Offers a key resource for gaining competitive advantage in tough times Shows why the quality of vulnerability is so important in business Includes ideas for inspiring customer and client loyalty  
Written by the highly successful consultant and business writer Patrick Lencioni This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.

## Book Information

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## Customer Reviews

Best selling author Pat Lencioni's "Getting Naked" really resonated with me and will with many others. Again, Lencioni has nailed a very simple concept which eludes most of us when building relationships in business and, more importantly, in all aspects of life. While the book was targeted to the business of consulting, the principles outlined are universal and can be applied to many other aspects of living a "meaningful" life. Lencioni himself, at the end of the book, notes the model outlined in the book "applies to anyone whose success is tied to building loyal and sticky relationships with the people they serve"...just about all of us!"Getting Naked" stems from Lencioni's personal experience in the world of consulting. 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. Let go of the fear of being embarrassed
3. Let go of the fear of feeling inferior

And by shedding these fears, we can:

1. Always provide immediate value to those we serve rather than sell ourselves
2. Give away

ourselves (the business) without holding back for something else first (fees)<sup>3</sup>. Tell the "kind" truth and not sugar coat the obvious<sup>4</sup>. Enter the danger, our zone of discomfort, rather than avoid it<sup>5</sup>. Ask the dumb (the right) question that no one else ever asks<sup>6</sup>. Make dumb suggestions that stimulates thinking rather than suggest the obvious<sup>7</sup>. Celebrate our mistakes, our failures, as these are key learnings for growth<sup>8</sup>.

Jim Collins wrote an insightful foreword to the latest edition of Peter Drucker's 608-page classic, *Management Rev Ed*. Collins said, "There are two ways to change the world: the pen (the use of ideas) and the sword (the use of power). Peter Drucker chose the pen, and thereby rewired the brains of thousands who carry the sword--and contributed as much to the triumph of the free world as any other individual." Another world changer with a potent pen is Patrick Lencioni. He too rewires our brains and, fortunately, does it by telling stories that don't run 600 pages. This book is his latest gift to leaders and managers. Caution! Lest you think this book doesn't relate to you, think again. In classic Lencioni story-telling style, this very, very humorous fable convicts, gives hope, challenges and offers memorable teachable moment stories. (Yes...I read the most poignant and funniest ones to my wife.) So what's with the "naked" part? Lencioni explains (after telling the story), "At its core, naked service boils down to the ability of a service provider to be vulnerable--to embrace uncommon levels of humility, selflessness, and transparency for the good of a client." He adds, "As obvious as that may sound, it is more difficult than it seems, because humility and selflessness and transparency often entail suffering. And suffering is not something most human beings, especially in our modern culture, understand or welcome." So what's funny about that? Nothing. But read the book in a setting (you can do it in one sitting) where you can laugh out loud, because you will.

I've read all of Patrick Lencioni's books and have generally enjoyed them. I also heard him speak once at a conference on team dysfunction and found his style and approach to be both engaging and entertaining. As such, I didn't hesitate to pick up this book when I saw it--despite its unconventional title. Lencioni uses his usual style of writing: putting a concept into the form of a fable. Even though this approach is a bit different than other business titles I'm used to reading, it's unique and Lencioni is able to execute it well. The writing style and voice hit close to home for those that lead or manage others. While sometimes the fable approach can get a bit lengthy, I do find that it allows the author to do his job well. Most specifically, it enables him to draw important contrasts between the conventional (how most people do things) and his approach (a prescribed way of doing things). The fable contrasts two different consulting firms that are in the process of merging. One firm

is the large, international firm located in the city skyline. The other is a small boutique firm located in a re-purposed building where people dress casually and don't work late. It's a cliché disparity that we can all get our minds around. While we expect the big firm to come in and straighten up the little one, Lencioni teaches us some very important things along the way. Perception is not always reality as we learn that the larger firm might learn a thing or two from the smaller one. Lencioni reminds us that bigger is not always better and that acquiring and retaining clients is not a matter of Power Point slides and glossy marketing materials as much as it is about relationships and authenticity.

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