**Getting Naked: A Business Fable**
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**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
- Discovers why they are so effective, and develops a model for their approach
- Applications: primarily for service and consulting firms, but good thoughts for internal service and TeamStrength participation

**The Model**
- All about a service provider allowing themselves to be vulnerable to clients
- Encourages embracing humility, selflessness and transparency
- Builds longer, deeper relationships with the right clients – at a higher margin
- About giving up three fears that prevent trust-building and loyalty

**Fear #1: Losing the business**
- Nobody wants to lose clients or opportunities
- A related fear is being undercompensated or having ideas used without payment
- Naked Service Providers:
  - Consult, don’t sell – demonstrate value right away
  - Give away the business – give advice & service without payment
  - Tell the kind truth – even if they don’t want to hear it – presented with empathy & respect
  - Enter the danger- confront the tough situations

**Fear #2: Being embarrassed**
- No one likes making mistakes in public
- Clients trust more if no ideas are withheld
- Naked Service Providers:
  - Ask dumb questions – usually not the only person curious, just only one who will ask
  - Make dumb suggestions – have to take that risk to get the good ones out there
  - Celebrate your mistakes – don’t downplay errors, just take responsibility and move on

**Fear #3: Feeling inferior**
- People want to preserve their sense of importance with a client
- Clients like providers who set egos aside
- Naked Service Providers:
  - Take a bullet for the client – accept responsibility to take the burden off the client
  - Make everything about the client – downplay your accomplishments
  - Honor the client’s work – appreciate the importance of the client’s business and get passionate about their success