

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