

Dropping the Fear of Being Naked

Last week, we discussed [getting naked with our clients](#) by being humble and real with them as we work together to create value for each other. This usually has roadblocks associated with it, by what Patrick Lencioni calls the three fears.

Do You Get Naked with Your Clients?

I spent the past week in St. Thomas for my annual timeshare week. It is always a great getaway, and this one came and went with a lot of time at great beaches, meeting new people and doing some reading. I got to spend the night at Jost Van Dyke, which is something that I've always wanted to do. The time around Soggy Dollar Bar goes fast and you get dragged away, if you are there on a tour boat or take a ferry, just when things seem to be the most fun. Staying the night was a great way to relax and enjoy the new friends and amazing beach, and contemplate the opportunities the [new vertical](#) has for us at Efficiencie.

The Best Have a Coach!

One of the things about running a company is we get caught up in the issues that pop up daily. This, at times, blinds us to what is going on out in our business sphere – new technologies, new methods and to

future opportunities. In my experience, this happens with everyone and none of us are immune.



Are We All Salespeople?

Over the past few months, I have been contemplating and researching speakers that would be a good fit for the E0 Argentina University in November in Buenos Aires. Our theme for the university is “Tango with the Unexpected.” As co-chair of learning, I am working to bring in people that will meet E0 expectations, which are very high, and relate with our theme. One speaker I would like to bring in is Daniel Pink. However, given he is in such high demand, I am not sure we can fit into his schedule or he can fit into our budget.



Adding Context to Your Decisions

When we look at the world, a lot of times we miss the aspect of context on how we look at things. This has importance in making business decisions of all sizes and shapes. This can show up a lot with people's decisions and with how they look at their competitors and strategies.