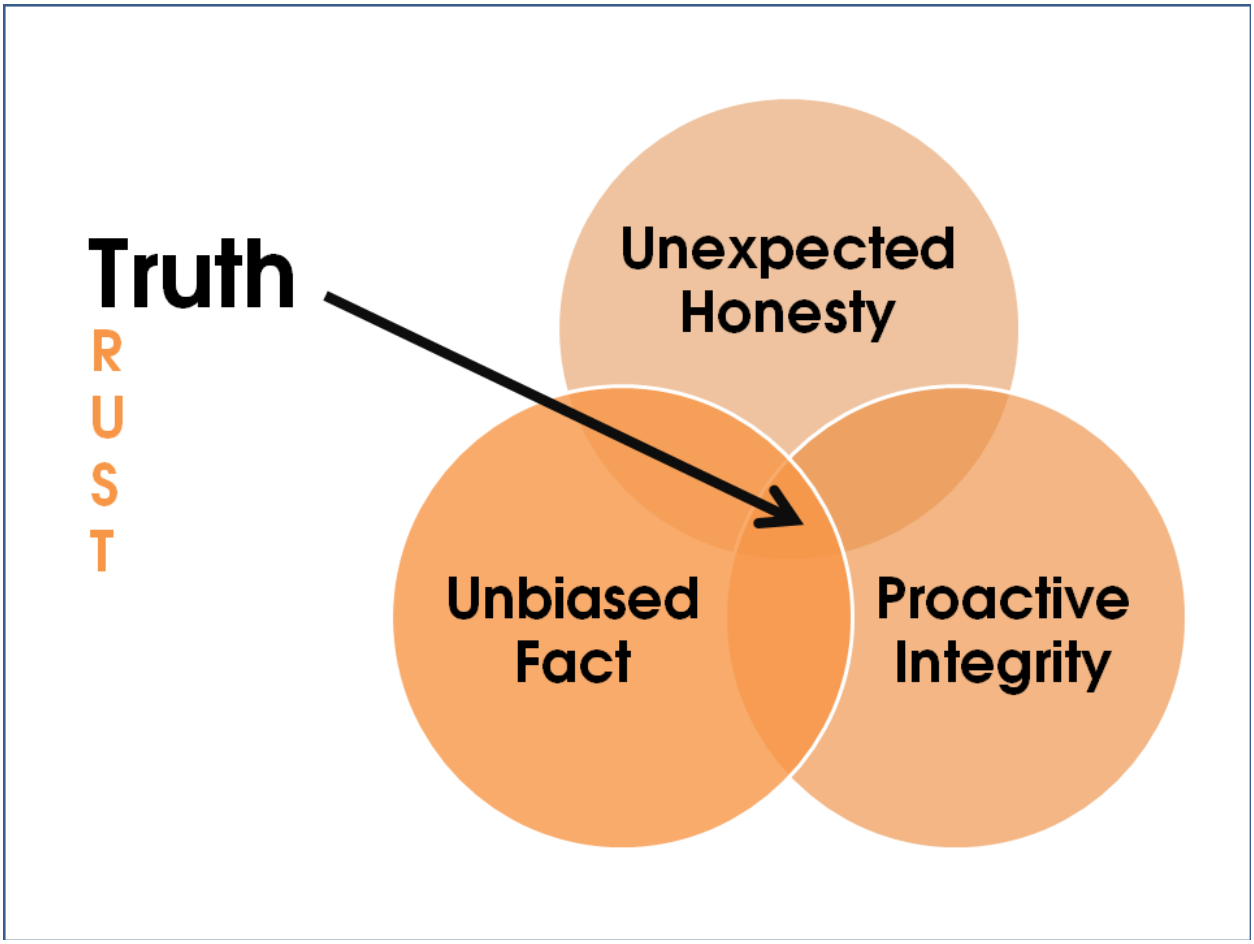
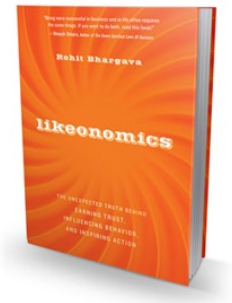
Truth—

The Workbook & Action Guide: How To Be More Truthful



NOTE: *This PDF is exclusive BONUS CONTENT designed for readers of* ***Likeonomics*** *by Rohit Bhargava. Learn more about Likeonomics at www.nonobvious.com/likeonomics*

How Does This "Workbook" Really Work?



This PDF is designed as an companion to Chapter 4 of Likeonomics. That chapter focuses on Truth and why you need to find ways to be more truthful in order to be more likeable and build trust.

This workbook is organized into practical advice broken down into the 3 elements of Truth shared at the end of Chapter 4, and visualized in the diagram on the first page of this workbook – unexpected honesty, unbiased fact and proactive integrity.

Within each element, you will find advice based on the types of activities that you will likely need to do:

1. **Thinking Advice** – Consider this the more "strategic" aspect of being more truthful. The questions in this section will help you to think through how to be more truthful.
2. **Doing Advice** – In many situations, being more truthful requires more than just changing your own behaviour. Often you need to influence others or perhaps change an entire business culture. This is the "tactical" side, and here you will find ideas for how to take your thinking and really bring it to life.

Unexpected Honesty = ***Honesty offered in an unusual way or on an unexpected topic that will make it more significant.***

Unexpected Honesty: Advice For Thinking

Question To Ask …	Your Response …
What is one aspect of your business or professional life that you never share publicly?	
What are a few things in your industry that most organizations or workers never admit to doing?	
As you start to think about these unexpected truths from the questions above, start to what are some of the worst things that might happen if you shared these publicly?	

Write down one thing about yourself or your business that you could share publicly which would be unexpected and represent something that most of your competitors wouldn't think of sharing:

Unbiased Fact = ***Something that has actually been done, occurred, or is actually the case, sharing in a way that doesn't reveal in inherent bias.***

Unbiased Fact: Advice For Thinking

Question To Ask …	Your Response …
Who are the most authoritative and credible sources of information in the industry or space you care about?	
What are the most powerful endorsements or statistics that anyone outside your organization or besides your friends or family members have shared about you?	

Write down 3 unbiased facts about yourself or your business (including a reference for each)

Proactive Integrity = ***Consistently acting in a way that keeps the promises you have made proactively before anyone forces you to.***

Proactive Integrity: Advice For Thinking

Question To Ask …	Your Response …
What does integrity mean to you in a professional or personal context?	
How can you put integrity front and center in what you do and how you share it?	

Write down 1 way that you can demonstrate proactive integrity TOMORROW by sharing or doing something positive to demonstrate the values you or your organization believes in:

How To Be Truthful: Advice For Doing

- ✓ **Share your margin –** One of the most closely guarded secrets in many businesses is how much money you make. The problem is, if you are in a very low margin business, sometimes the fact that you are hiding it may actually hurt you. In many real estate transactions, for example, people know that the agent will make 3% commission. Rather than hurting the negotiation, it helps because the fee is so transparently part of the deal.
- ✓ **Forget about transparency –** The basic idea of transparency is that you need to admit what you are doing … but there is nothing about it that helps you figure out if what you are doing is actually right. Transparency is something that someone else (often a government regulatory body) tells you that you *must* do. People don't trust that type of forced confession. They would rather you stand up and *share what you are doing proactively* with them, and the organizations that do that manage to achieve transparency without needing someone to tell them to do it.
- ✓ **Admit your mistakes quickly –** In an age of social media and instant content that nearly anyone can create to say anything negative about you or your business … your reputation can take a nose dive overnight. We all make mistakes. It was always good ethics to admit your mistakes. Today, in a real time world it has also become good business. You can't hide mistakes or hope that people won't hear about them any longer. The only solution is to admit them honestly, and as quickly as you can.
- ✓ **Unveil everyone's secret –** Every industry has an insider knowledge about how it works. Sometimes those truths are buried for a reason (like how geese are overfed to produce fois gras, which has been a recent controversy that many have sought to bring attention to). Most of the time, however, these "industry secrets" are actually only secret because no one thought they were interesting enough to share. I recently gave a presentation about the publishing world, for example, and shared the fact that Amazon records sales on an hourly basis – so in order to build momentum you need to record a large volume of sales within a 60 minute period. It may not be a secret, but by sharing it, I offered people an unexpected honesty about why the first hour of launching the book was so critical.
- ✓ **Make truth a cultural value –** When it comes to taking an ideal like truth and trying to make a value that multiple people share, it requires more than just changing one person's mindset. Is the truth a rewarded virtue within your organization? One way to make sure that it is would be by analyzing whether you have incentives currently for people to avoid the truth and aim to remove them.