

# [Marcus lemonis on the importance of vulnerability and transparency in business](https://assignbuster.com/marcus-lemonis-on-the-importance-of-vulnerability-and-transparency-in-business/)

[Business](https://assignbuster.com/essay-subjects/business/)

In this video, Marcus Lemonis pulls back the curtain on some of the darkest details of his life. Filmed during a recent event sponsored by The UPS Store ® and Entrepreneur, the businessman and host of CNBC’s The Profit did so not to gain sympathy. Instead, he says transparency is one of the keys to success in business.

Why? It’s all about trust.

As Lemonis says, “ I’m a big believer that once you build a relationship with people, built on something other than business – trust, disclosure, vulnerability, transparency – that your ability to then do business is dramatically increased.” For more, watch the video above.