

Marcus Lemonis on the importance of vulnerability and transparency in business

[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.