**Candor and how it leads to winning**

Let’s look at how candor leads to winning:

First and foremost, candor gets more people in the conversation, and when you get more people in the conversation you get idea rich. Many more ideas get surfaced, discussed, pulled apart, and improved. Instead of everyone shutting down, everyone opens up and learns. Any unit or team that brings more people and their minds into the conversation has an immediate advantage.

Second, candor generates speed. When ideas are in everyone's face, they can be debated rapidly, expanded and enhanced, and acted upon. That approach isn't just an advantage; it's a necessity in a global marketplace.

Third, candor cuts cost and time. Just think of how it eliminates meaningless meetings and reports that just confirm what everyone already knows. Think of how candor replaces fancy Powerpoint slides and mind-numbing presentations and boring off-site events with real conversations about strategy, new idea introductions, or overall performance.

Put all of its benefits and efficiencies together and you realize you just can't afford not to have candor!