005 The Four Walls Theory

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/005-the-four-walls-theory-2/

The Demand

Tomorrow, before you blame the economy, the market, or the competitor down the street, walk your own four walls and name one thing fully inside your control that isn't at standard. Fix that first. External conditions are the same for everyone on your street — what happens inside your building is the only variable you actually own.

The Work

Name the external factor you have most recently blamed for a problem in your operation:
Walk your own four walls. Name one thing fully inside your control that is not at standard right now:
☐ This is a Guest experience issue
☐ This is a culture issue
☐ This is a leadership issue
☐ This is a standard that has quietly slipped
What fixing it first — before touching the external factor — would actually require:
The one thing you will fix inside your four walls tomorrow, before you mention the economy or the competitor again: