021 How the Operator Sees Trust

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/021-how-the-operator-sees-trust-2/

The Demand

Tomorrow, pick one relationship — Guest, cast, vendor, or platform — and ask whether you're managing it as a risk to contain or an asset to compound. If your only move has been to reduce exposure, find one specific action that builds trust instead: a Guest recognition, a cast investment, a vendor conversation that isn't just about price. Risk management protects what you have. Trust-building is the only thing that grows it.

The Work

Rate how you currently manage trust in each relationship — Risk to contain (R) or Asset to compound (A):
Guest
R or A:
The move you've been making:
Cast
R or A:
The move you've been making:
Vendor
R or A:
The move you've been making:
Platform
R or A:
The move you've been making:
The relationship where your only move has been reducing exposure:
One specific action that builds trust instead — a recognition, an investment, a real conversation:
What you will do tomorrow to make that action real: