029 The Frame Youre Reading Through

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/029-the-frame-youre-reading-through-2/

The Demand

Before you read tomorrow's numbers or a Guest complaint, name the frame you're reading through: are you looking to confirm what you believe, to find what's wrong, or to actually understand what happened? The frame decides what you'll find before you even look. Check the frame before you trust the conclusion.

The Work

Name the last number or complaint you read and the conclusion you drew from it:
Name the frame you were reading through:
☐ Confirming what I already believe
☐ Looking for what's wrong
☐ Trying to actually understand what happened
If declining covers or a bad night is a market problem, what does that framing make you look at?
If the same data is an experience problem, what does that framing make you look at instead?
The frame you will consciously check before you trust tomorrow's read: