032 What the Operator Is Actually Seeing

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/032-what-the-operator-is-actually-seeing-2/

The Demand

Tomorrow, before you trust a strong first impression of a number or a Guest comment, check it against the five attention distortions — anchoring, salience, contrast, priming, and framing. What grabbed your attention first is not necessarily what matters most.

The Work

Name a strong first impression you formed this week about a number or a Guest comment:
Check it against the five distortions:
Anchoring — what was the first number or reference point that set your expectation?
Salience — was this the most dramatic thing that happened, or the most important?
Contrast — what was it being compared to, and is that comparison fair?
Priming — what conversation or number right before this shaped how you read it?
Framing — how was this presented to you, and does the framing match reality?