037 Spreadsheet vs Dining Room

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/037-spreadsheet-vs-dining-room-2/

The Demand

Tomorrow, name one thing happening on your floor that could never show up on a spreadsheet — a regret from the tower's-eye view, a relationship, a read of a table's mood. Invest there. The spreadsheet only sees what's copyable and measurable; the dining room work you build underneath it is the part no competitor can duplicate from a distance.

The Work

Name one thing happening on your floor right now that could never show up on a spreadsheet:
Is your current strategy authored from the tower (the spreadsheet, the category data) or from the dining room (what's actually happening at the table)?
Name one competitor response that is spreadsheet-only — a perception campaign, value messaging, a price recalibration:
The dining-room-only work you could build underneath it, that no competitor can duplicate from a distance:
Where you will invest tomorrow, specifically in the dining room, not the spreadsheet: