048 Reads the Cycle

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/048-reads-the-cycle-2/

The Demand

Before tomorrow's shift, identify one Guest who has been coming in less frequently than they used to. Not a Guest who complained — a Guest who quietly slowed down. That slowdown is an attitude reading, not a behavior reading. The attitude formed weeks before the frequency changed. Find one cast member who has had recent contact with that Guest and ask what they noticed. If nobody noticed, that's the read. The instrument that catches attitude drift before it becomes churn is the cast — and the cast only catches it if they know they're supposed to be looking.

The Work

Name one Guest who has been coming in less frequently than they used to — not one who complained, one who quietly slowed down:
Find one cast member who has had recent contact with that Guest and ask what they noticed:
What the cast member said:
If nobody noticed anything, that itself is the read. What does that tell you?
What attitude do you think this Guest is carrying into their next visit — positive, neutral, or eroding?
What you will do to compound or repair that attitude before it becomes churn: