070 The Five Stakeholder Read

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/070-the-five-stakeholder-read-2/

The Demand

Before you finalize your next decision, run it through the Triangle: what does this do to the Guest, the cast, and the business, simultaneously? If it strengthens one by quietly robbing another, it isn't a decision yet — it's a trade you haven't named. Find the version that grows all three before you commit.

The Work

Name your next decision:
Run it through the Triangle:
What does this do to the Guest?
What does this do to the cast?
What does this do to the business?
Does it strengthen one side by quietly robbing another? Name the trade you haven't named yet:
The version of this decision that grows all three sides simultaneously: