074 Million Dollar Mediocrity

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/074-million-dollar-mediocrity-2/

The Demand

Walk your operation tomorrow as if the covers are down 30% and you cannot explain why. Read the floor with that urgency. Look at the cast with that attention. Read every Guest interaction as if the relationship depended on it — because it does, regardless of what the dashboard says.If what you see tomorrow looks different from what you saw today, you have found what the revenue was hiding. That is the read the market will eventually force anyway. Do it now, while you still have the margin to act on it.

The Work

Walk your operation tomorrow as if covers are down 30% and you cannot explain why. Read with that urgency:
What you saw on the floor with that level of attention:
What you saw in the cast with that level of attention:
What you saw in Guest interactions, read as if the relationship depended on it:
Does what you saw today look different from what you normally see? Name the gap:
What the revenue has been hiding, that you will act on now while you still have the margin to: