083 The Read You Are Not Running

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/083-the-read-you-are-not-running-2/

The Demand

Before your next service, visit one competitor as a Guest, not as an operator scouting. Read the sensory environment, watch how the cast interacts with Guests, notice the sequence of service and the price signal it sends. You already run the inward read on your own building every shift. Tomorrow, run the outward read you've been skipping — the Competitive Value Read is the one you're not currently making time for.

The Work

Name the competitor you will visit as a Guest, not as an operator scouting, before your next service:
Run the outward read on their operation:
Sensory environment
What you saw:
How you compare:
Cast-to-Guest interaction
What you saw:
How you compare:
Sequence of service
What you saw:
How you compare:
Price signal
What you saw:
How you compare:
The question your inward read can't answer but this one can — how are you performing relative to what the Guest can get elsewhere?
The one adjustment you will make because of what this outward read revealed: