086 The Highest Uncommon Denominator

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/086-the-highest-uncommon-denominator-2/

The Demand

Before your next predictable Guest request comes in tomorrow — a birthday, a special occasion, a routine ask — refuse the default response you'd normally give. Find the Highest Uncommon Denominator: the response that's still deliverable with what you actually have, but that no one expects. Do it once, on purpose, and watch what it does to the table.

The Work

Name one predictable Guest moment your operation runs every week — a birthday, a routine ask, a common occurrence:
What is the industry-default, commonplace response to it right now in your building?
Design the Highest Uncommon Denominator — the response that's still deliverable with what you actually have, but that no one expects:
The next occurrence of this moment where you will run the new response, on purpose: