089 The ValueAdd Test

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/089-the-valueadd-test-2/

The Demand

Take the last three decisions you made — hiring, menu, marketing, scheduling, vendor, anything. Apply the test to each. Does this add value or contract it? Not to the number. To the Guest relationship, the cast standard, the community trust, the brand position. If you cannot answer cleanly, the decision was made without the test. Run it now, before the contraction compounds further.

The Work

Take your last three decisions — hiring, menu, marketing, scheduling, vendor, anything:
Decision 1: — Adds value or contracts it?
Decision 2: — Adds value or contracts it?
Decision 3: — Adds value or contracts it?
For any you couldn't answer cleanly — the decision was made without the test. Which one was it?
The test you will run before your next decision: does this add value to the Guest relationship, cast standard, community trust, or brand position — or contract it?