090 The Investment Mindset

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/090-the-investment-mindset-2/

The Demand

Tomorrow, pick one line item on your P&L you've been treating purely as a cost — training, marketing, Guest recovery, cast development — and run it through the investment lens instead. Ask what return it's actually generating, not just what it's costing you this month.

The Work

Pick one line item on your P&L you've been treating purely as a cost:

☐ Training

☐ Marketing

☐ Guest recovery

☐ Cast development

☐ Other:

Run it through the investment lens — what return is it actually generating, not just what it's costing you this month?

What does skipping this investment cost you downstream — turnover, inconsistency, a weaker Guest experience?

The reframe you will make this week: from "minimize this number" to "maximize what it produces":