093 Strategy vs Tactics

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/093-strategy-vs-tactics-2/

The Demand

Write one sentence that answers this question: what kind of business are you building? Not what you sell. Not your concept. What the Guest experiences when you are operating at your best, and why that matters to the community you serve.If you cannot write that sentence in one try, the strategy is not yet clear — and every tactical decision you are making is operating without an anchor. Write the sentence first. Everything else follows from it.

The Work

Write one sentence answering: what kind of business are you building?
If you had to build this restaurant all over again, knowing what you know now, what would look different?
What the Guest experiences when you are operating at your best:
Why that matters to the community you serve:
Is your strategy sentence clear enough that every tactical decision could be checked against it? If not, name the gap: