094 Differentiation Is a PreOpening Decision

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/094-differentiation-is-a-preopening-decision-2/

The Demand

Before your next menu tweak or service change, run the Opposite Test: could a competitor credibly do the exact opposite of what you're about to do? If yes, it isn't differentiation, it's sameness. Differentiation has to be decided deliberately — it doesn't happen by accident after you've already opened.

The Work

Name your next menu tweak or service change:
Run the Opposite Test — could a competitor credibly do the exact opposite of what you're about to do?
☐ Yes — this is sameness, not differentiation
☐ No — a competitor doing the opposite would be a different restaurant entirely
If this is sameness, what would the differentiated version actually require?
The identity decision you are willing to make now, even if it means real reinvention: