098 Brand Is Operational Discipline

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/098-brand-is-operational-discipline-2/

The Demand

Tomorrow, own one piece of your brand yourself instead of outsourcing the thinking — your signage, your menu language, your uniforms, your social presence. Deciding what you stand for is operational discipline, not a line item for an agency to solve for you.

The Work

Name one piece of your brand you have been outsourcing the thinking on — signage, menu language, uniforms, social presence:
Write the three sentences that define how your operation talks to Guests, in your own words:
What happens to brand alignment when nobody owns this decision deliberately?
The one piece you will own yourself starting tomorrow instead of leaving it to accumulate by accident: