101 Concept Timing

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/101-concept-timing-2/

The Demand

Name the difference between what is trend and what is identity in your concept. Then name whether your concept was built on the trend or built on the identity. That answer decides what happens to your operation when the market moves.

The Work

The elements of your concept that are trend (fashionable when you opened, tied to a moment in the market):

The elements of your concept that are identity (the genuine point of view, the reason to exist beyond the category you happen to occupy):

Which one carries more weight in the current operation:

If the trend disappeared tomorrow, what remains of the concept:

The market moment your concept was launched into — and what has already shifted since:

The identity work you have been deferring because the trend has still been carrying you:

The one thing you will build this quarter that deepens the identity independent of the trend: