104 Forces That Dont Care How Good You Are

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/104-forces-that-dont-care-how-good-you-are-2/

The Demand

Tomorrow, name one structural force outside your operational control — regulatory, market, competitive — that could hurt you even if you execute everything perfectly. Operational excellence is the floor, not the ceiling and not the shield. Plan for the force, don't just plan for the food.

The Work

Name one structural force outside your operational control that could hurt you even with perfect execution:
☐ Regulatory
☐ Market
☐ Competitive
☐ Other:
Have you planned for this force specifically, or only for operational excellence?
What would "running a survivable business" look like here, beyond "running a great restaurant"?
The specific plan you will build this month to address this force before it lands on your door: