105 The GX Horizon Gap

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/105-the-gx-horizon-gap-2/

The Demand

Tomorrow, check the gap between how fast your Guest decides — instantly, for tonight's specific occasion — and how far ahead you're planning. Close it with better real-time information: know what's happening in your market and your building right now, not last quarter.

The Work

Name the gap between how fast your Guest decides — tonight, for this occasion — and how far ahead you're currently planning:
What real-time information do you have about what's happening in your market and building right now, not last quarter?
The Guest choosing tonight is not watching your category's 18-month arc. What are they actually choosing between right now?
What you will build this week to close the gap with better real-time information: