123 The Industrys Pipe Bias

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/123-the-industrys-pipe-bias-2/

The Demand

The next time you reach for an industry benchmark, ask whose operation produced it and whether that operation resembles yours. Your benchmark is your last period against your prior period. Your standard is the last experience you delivered against the experience your MDV demands. Start there. Everything else is someone else's data about someone else's business.

The Work

Name one industry benchmark you are currently using to evaluate your operation:
Who produced this data and what kind of operation does it actually describe:
Does it resemble your concept, your market, your Guest, your scale:
What did your last period produce against your prior period — in the metrics that actually matter to your operation:
What did the last experience you delivered produce against what your MDV demands:
What is the one internal benchmark that would tell you more about your operation than any external report: