126 Next Practices Not Best Practices

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/126-next-practices-not-best-practices-2/

The Demand

Do the science. Understand your numbers, know your costs, run tight operations. But create your own art. That's where your Guest falls in love with what you do. That's where restaurants that make it past year three, year five, year ten are built.Best practices are a tool for driving commodity products. You didn't get into this business to be a commodity. Stop operating like one.

The Work

Name one best practice you have adopted because it worked for someone else:
Have you examined the failures of operators who tried the identical practice and did not succeed?
What is this practice built to produce — a commodity result, or something specific to your identity?
Where does the science end and your own art need to begin on this practice?
The next practice — the one built from your specific Guest, cast, and market — that you will design instead: