134 The Listicle Is Not a Curriculum

Perspective Book · https://kb.jeffreysummers.com/docs/134-the-listicle-is-not-a-curriculum/

Pick up any newsletter, any blog post, any social media thread from people who teach service and hospitality for a living. What you will find, almost without exception, is a list — invariably entitled something like "Ten Ways to Do Twelve Different Things."

The format is the confession. A listicle is a checklist. And if you are teaching hospitality as a checklist — if your entire contribution to the conversation is a numbered sequence of behaviors — you have already demonstrated that you don't understand what hospitality is. You are teaching people to execute steps. The industry has enough of those.

Social media accelerated this. The listicle format performs — it gets clicks, saves, shares, followers. The coaching and consulting industry noticed. Content that used to exist to teach now exists to get seen. The "ten steps" piece is not a curriculum. It is an algorithm play. The operators who engage with it are not being educated. They are being recruited into a funnel.

The same pattern shows up from the consulting side in a different wrapper. The "seven hidden profit leaks" PDF. The "five things your restaurant is doing wrong" download. These are not diagnostic tools. They are lead generation disguised as expertise. The purpose is not to help you — it is to get you on a call. The checklist is the bait.

Hospitality is not a list. A serious business analysis is not a download. The moment either gets reduced to one, you have replaced the thing with its shadow.

What Changes Tomorrow

Tomorrow, before you implement another checklist or listicle you found online, ask whether it was built to diagnose your specific operation or just to generate a lead for whoever wrote it. A real curriculum teaches you to think. A listicle just gives you steps. Diagnose your own problem before you borrow someone else's generic fix.