142 Perspective Reflection Questions

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/142-perspective-reflection-questions-2/

The Demand

Before you close out this fundamental, sit with one reflection question honestly: if you removed your logo, would a Guest still know this was your restaurant? Answer it in writing, not in your head. The rest of the reflection questions deserve the same honesty before you move forward.

The Work

Answer each honestly, in writing, not in your head:
If you removed your logo, would a Guest still know this was your restaurant based on the experience alone? What would give it away, and what wouldn't?
Name three elements of your operation currently following the industry standard. For each: does this serve your Guest, or are you doing it because everyone else does?
In your segment and market, are you number one or number two in distinction? If not, what position could you own that nobody else is claiming?
When was the last time you innovated something meaningful about the Guest experience — not a menu change, a fundamental shift? What stopped you from doing it sooner?
Can you articulate your core values right now, from conviction, not from a poster on the wall? Write them:
The one reflection above that was hardest to answer honestly — and what you will do about it tomorrow: