142 Perspective Reflection Questions

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

1. If you removed your logo from your restaurant tomorrow, could a Guest still identify it as yours based on the experience alone? What would give it away — and what wouldn't?

2. Name three elements of your operation where you're currently following the industry standard. For each one, ask: does this serve my Guest's experience, or am I doing it because everyone else does?

3. In your segment and your market, are you number one or number two in distinction? If not, what position could you own that nobody else is claiming?

4. When was the last time you innovated something meaningful about your Guest experience — not a menu change, but a fundamental shift in how your Guest interacts with your brand? What stopped you from doing it sooner?

5. Can you articulate your core values right now — not from a poster on the wall, but from conviction? If you handed them to your team, would they recognize them as true?

6. Look at your current strategy — your pricing, your labor model, your marketing approach. Does it align with what you say you believe? Where is the gap?

7. Is fun a core value in your operation? When was the last time your team genuinely enjoyed coming to work — and how did that show up in the Guest Experience?

8.

What Changes Tomorrow

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.