2020 The Chain Has a Brand Team You Have a Dining Room

Product Fieldbook · https://kb.jeffreysummers.com/docs/2020-the-chain-has-a-brand-team-you-have-a-dining-room-2/

The Demand

Before your next shift, stop thinking of tonight's service as maintenance and start treating it as the only brand campaign you actually run. Pick one shift this week and walk it as if every table were a media impression and every recovery were a loyalty event. Name the specific moment tonight when a Guest will decide something about your restaurant they didn't know before they walked in. Build that moment on purpose instead of letting it happen to you.

The Work

The shift you are walking as a campaign, and the date:

What a Guest will believe about your restaurant after tonight, if nothing changes from last time:

Rate how deliberately your cast currently treats each shift as brand-building, 1-5:

Guest interaction 1 you can shape tonight (a greeting, a recovery, a moment noticed):

What "this is my place" would sound like if this Guest said it out loud:

Guest interaction 2 you can shape tonight:

What "this is my place" would sound like if this Guest said it out loud:

The one thing you will personally do differently on the stage tonight because you now see the shift as the brand team you don't have: