2025 Products Can Be Imitated The Experience Cannot

Product Fieldbook · https://kb.jeffreysummers.com/docs/2025-products-can-be-imitated-the-experience-cannot-2/

The Demand

Before your next shift, name the one thing in your restaurant a chain across town could copy by tomorrow — a dish, a format, a flavor profile — and admit out loud that it is the floor, not the reason Guests come back. Then name the one thing built from your presence, your cast's practice, and your Guest relationships that no chain could replicate at any price. Decide which one you are currently investing more energy into building.

The Work

The element of your product a competitor could copy fastest:

Rate how much of your current investment (time, training, money) goes toward defending that copyable floor, 1-5:

The specific cast member, kitchen manager, or moment that produces your ceiling — the experience no chain can standardize:

Name a Guest who came back specifically because of that person or moment, and what happened:

Road 1 or Road 2 — is your team currently being coached to protect the floor, or to build the ceiling:

The one action this week that builds the ceiling higher rather than just holding the floor: