2040 What You Have That the Chain Cant Buy

Product Fieldbook · https://kb.jeffreysummers.com/docs/2040-what-you-have-that-the-chain-cant-buy-2/

The Demand

Before your next shift, walk your building and identify which of your unmatchable assets — the direct Guest relationship, your speed of decision, concept flexibility, community embeddedness, your own presence, or an authentic culture — you are currently using deliberately versus leaving idle. Pick the one you are underusing the most. Make one decision this week that only an independent operator could make that fast, and make it because you can, not because you have to.

The Work

Rate how deliberately you currently use each asset, 1-5:

Direct Guest relationship (data, history, preference you own with no platform between you):

Speed of decision (what you could change today without approval layers):

Concept flexibility (a menu, daypart, or service change you could make this month):

Community embeddedness (a local relationship a chain cannot buy):

Your own presence as a brand signal (what changes in the room when you walk in):

Authentic culture (something real about your culture that could not be franchised or documented):

The asset you are underusing the most, and one decision you can make this week using only that asset that a chain manager could not make in a month: