2060 The Decisions Before the Decisions

Product Fieldbook · https://kb.jeffreysummers.com/docs/2060-the-decisions-before-the-decisions-2/

The Demand

Before your next pre-opening task, check it against the sequence: you do not pick a site before you know your concept, commit to a design before you have a site, start building before you have your money, or hire before you have a business. Name one task you have been working on that is actually out of sequence. Stop it, and go answer the decision before the decision — who is this for and why will it matter to them — in four written sentences before you touch it again.

The Work

The pre-opening task you have been actively working on:

Where it falls in the real sequence — concept, site, design, money, hiring:

Is it in the correct order relative to what should have come before it, yes or no:

Four sentences on what you are building — what the Guest will say, what problem it solves, what would make it remarkable, what could disappoint them:

If you could not write those four sentences cleanly, name what that tells you about how ready this decision actually is:

The one task you will stop working on until its prerequisite is actually in place: