2100 Restaurants Have Guests Not Customers

Product Fieldbook · https://kb.jeffreysummers.com/docs/2100-restaurants-have-guests-not-customers-2/

The Demand

Before your next shift, listen for how your cast actually talks about the people at the tables — Guest or Guest, in the words they use with each other in the kitchen and at the pass, not just in training materials. Correct the language the moment you hear "Guest," and ask one cast member tonight what they know about a regular Guest's preferences the way you would know a dinner Guest's in your own home. If they don't know, that's your answer about which frame is actually running your building.

The Work

The word your cast actually uses on the stage — Guest or Guest:

One place in your operation (hiring, training, coaching, measurement) still built around the "Guest" transaction frame instead of the "Guest" hosting frame:

Name a specific Guest and one thing you or your cast know about them the way you'd know it about a dinner Guest in your home:

A recent moment when a Guest had to negotiate to get what they came for (a substitution, an apology, basic attentiveness):

What "act accordingly" would have looked like instead:

The one correction — in language or in practice — you will make on the stage this week: