2135 The Four Trust Quadrants

Product Fieldbook · https://kb.jeffreysummers.com/docs/2135-the-four-trust-quadrants-2/

The Demand

Before your next Guest-recovery moment, identify which of the four trust quadrants — Rational Repair, Emotional Repair, Rational Replace, or Emotional Replace — your operation actually occupies with a specific Guest right now, not which one you assume you occupy. Independent operators win in Emotional Repair; a chain and a platform structurally cannot get there. Find the Guest closest to sliding into Emotional Replace and give them a recovery this week that only a human who was actually paying attention could deliver.

The Work

A specific Guest situation you are currently navigating (a complaint, a vulnerability moment, a disappointment):

Which quadrant this Guest is currently in — Rational Repair, Emotional Repair, Rational Replace, or Emotional Replace:

Evidence for that answer:

Rate your operation's overall default position across recent recoveries, 1-5, from purely competence-based (1) to genuinely felt and personal (5):

The vulnerability this Guest took on by trusting you (a special occasion, a repeat visit, a recommendation to a friend):

What a Rational Repair response would look like versus what an Emotional Repair response would look like for this specific Guest:

The one action this week that moves this Guest from wherever they are toward Emotional Repair, and who on your cast will deliver it: