2180 Product Stop Negotiating and Contesting Everything

Product Fieldbook · https://kb.jeffreysummers.com/docs/2180-product-stop-negotiating-and-contesting-everything/

The Demand

Tomorrow, identify one moment where a Guest currently has to advocate for themselves to get basic care in your operation — asking twice for a fork, flagging someone for a refill, wondering if the kitchen will accommodate a simple ask. Fix that moment at the standard level, not as a one-off apology. Then look at your current cast incentives: are you rewarding behaviors or only outcomes? Decide which one you are actually building a culture around.

The Work

The moment where a Guest currently has to negotiate or advocate for basic care in your building:

Whose problem was this really — the Guest's, or an internal staffing issue the Guest should never have felt:

Do you currently run any contests that reward a single top performer — name them:

Contest 1:

What behavior does it actually train the cast to do:

Contest 2 (if applicable):

What behavior does it actually train the cast to do:

Are you rewarding behaviors — genuine engagement, remembering a name, anticipating a need — or only outcomes like sales numbers:

The one contest or policy you will kill, change, or replace this week to reward hospitality instead of transactions: