2305 The Migration Moving Product From Road 1 to Road 2

Product Fieldbook · https://kb.jeffreysummers.com/docs/2305-the-migration-moving-product-from-road-1-to-road-2-2/

The Demand

Tomorrow, run Move 1 of the Migration: pull every tool, promotion, and standard currently running in your operation and put each one through the Subtraction/Addition Master Test. For each: does this subtract from the Guest's experience, or does it add? Subtraction comes out — no exceptions for gimmickry that has been running long enough to feel like infrastructure. Write the list of what comes out before you add anything new.

The Work

Run the Subtraction/Addition Master Test — list three tools, promotions, or standards currently in your operation:

Item 1:

Subtracts or adds:

Keep or remove:

Item 2:

Subtracts or adds:

Keep or remove:

Item 3:

Subtracts or adds:

Keep or remove:

Move 2 — the Connection Floor:

Is your floor written, trained, and enforced, or does it still live as an unstated assumption:

Move 3 — the H-Ladder progression:

Which band are you moving through right now — H^{-} to H^{1}, H^{1} to H^{2}, or H^{2} to H^{3}:

The specific architectural move (not a personality fix) that band requires of you:

Move 4 — the Rising Costs reframe:

Name the last cost-pressure decision where you compressed something the Guest receives instead of sharpening what you deliver:

The Move 1 list you will run today, before you add anything new to the operation: