2340 Host Is a Verb

Product Fieldbook · https://kb.jeffreysummers.com/docs/2340-host-is-a-verb-2/

The Demand

Walk into your next shift and watch the first fifteen seconds after a Guest crosses your threshold. Name who took ownership of that moment — a person assigned to a podium, or whoever made eye contact first. If the answer is "whoever was assigned," decide tomorrow whether your hoststand is training your cast to believe greeting Guests is someone else's job, and name the one change that makes hosting belong to everyone who makes eye contact with an arriving Guest.

The Work

Describe what physically happens in the first fifteen seconds after a Guest walks in:

Host as a verb, not a title:

Name three people in your building, besides the person titled Host, who host a Guest this week — or admit if the answer is nobody:

Does your cast currently get asked "did you take good care of your tables" or "did you host your Guests" — which question is actually asked:

The hoststand as chokepoint:

Does your hoststand currently create a chokepoint where one person is responsible and everyone else is off the hook — yes or no:

The one operational change that removes that excuse this month:

The waiting list as asset:

Do you currently treat your wait as a problem to solve by adding capacity, or an asset that validates your price — which is it:

Name one thing you will give a waiting Guest this week to make the wait part of the experience, not dead time:

Name one Guest type this week who wants to be left alone, and one who wants conversation:

The one training moment you will use this week to teach your cast to tell the difference: