2435 Product The Menu That Collapsed Into EitherOr

Product Fieldbook · https://kb.jeffreysummers.com/docs/2435-product-the-menu-that-collapsed-into-eitheror/

The Demand

Before your next product trade-off decision, name the binary your P&L is handing you — food cost or Guest experience, speed or quality, vendor cost or standard — and refuse to accept it as the only two options. Write out the tension in your own numbers this week: the item, the standard, or the sourcing decision currently framed as a forced choice. Then name at least one third option that would honor both sides before you cut, substitute, or rush anything. Commit to testing that third option before you collapse the decision into either/or.

The Work

Name the product trade-off currently pressuring your operation:

The binary it has collapsed into — the two options the P&L seems to be forcing:

Food cost or Guest experience, or Speed or quality, or another binary — name it:

The decision you or your kitchen manager would make if you accepted the binary as-is:

The third option — the solution that would hold both values at once — that you have not yet tried:

What is stopping you from trying the third option first, before defaulting to the binary:

Rate how often your building collapses product tensions into either/or, 1-5:

The one trade-off you will refuse to collapse this week, and the third option you will exhaust first: