2440 Product The Coherent Experience vs The Responsive One

Product Fieldbook · https://kb.jeffreysummers.com/docs/2440-product-the-coherent-experience-vs-the-responsive-one/

The Demand

Before your next shift, pull last week's exceptions — the modifications, comps, and accommodations your cast made outside the designed experience — and count them. For each one, ask [The Platinum Rule] question: did this respond to what the Guest actually needed, or only to what they asked for. Then run your next Guest request through the vision filter before anyone says yes: does this strengthen what we are building, or dilute it. Decide, out loud to your cast, one request you will say no to this week because it would compromise the standard.

The Work

Count last week's exceptions — modifications, comps, and accommodations made outside the designed menu or service standard:

Total exceptions:

Exception 1:

What the Guest asked for:

What the Guest actually needed — read using The Platinum Rule:

Did the server respond to the request or read the need — Request or Need:

Exception 2:

What the Guest asked for:

What the Guest actually needed — read using The Platinum Rule:

Did the server respond to the request or read the need — Request or Need:

Exception 3:

What the Guest asked for:

What the Guest actually needed — read using The Platinum Rule:

Did the server respond to the request or read the need — Request or Need:

The one recurring Guest request you have been saying yes to without running it through the vision filter:

Does saying yes strengthen what you are building or dilute it — Strengthen or Dilute:

The request you will say no to this week, and the reason you will give without apology: