2475 Product The Menu the Operator Stopped Seeing

Product Fieldbook · https://kb.jeffreysummers.com/docs/2475-product-the-menu-the-operator-stopped-seeing/

The Demand

Before your next walk-through, bring in a fresh set of eyes — a trusted peer or a genuine first-time Guest observation — and have them walk your building without your current concerns priming what they look for. Ask them to name what has quietly drifted: the plate that has moved off spec, the portion that crept, the price that has not moved with the market. Check your own [Anchoring] against the price you set years ago and are still measuring against instead of the market today. Put the next audit on a calendar date, not on a complaint trigger.

The Work

Name the fresh eyes you will bring in this week — trusted peer, new hire, or first-time Guest observation:

What they found that you had stopped seeing — the drifted plate, portion, or environment detail:

The menu price you have not revisited in the longest time, and how long since it was set:

What the [Anchoring] on that original price is preventing you from charging today:

The last product problem that got fixed because it was loud — a complaint, a returned plate, a shorted delivery:

The quiet product drift running right now that has not generated a complaint but is real:

Rate how much your last floor walk was primed by looking for problems versus looking for what's working, 1-5:

Date of your next calendar-scheduled menu and floor audit, independent of any complaint: