2505 Product The Stage Instructs Before You Do

Product Fieldbook · https://kb.jeffreysummers.com/docs/2505-product-the-stage-instructs-before-you-do/

The Demand

Walk your building before your next service and ask one question at every station: what is this design instructing my cast to do, before I say a word. Name the station, sequence, or layout choice that is quietly training transactional behavior inside an experience you designed for hospitality. Then ask whether your training or your environment would win if they contradicted each other tonight — because the environment always wins. Redesign the one instruction this week that is fighting your intended standard.

The Work

Walk the stage before your next service and name what each of these instructs the cast to do, before any training happens:

The station layout instructs:

The dining room's physical design instructs:

The service sequence instructs:

The pre-shift format instructs:

The one design element currently instructing transactional behavior inside an experience meant to be hospitality:

If training and this environment contradicted each other tonight, which would the cast follow — Training or Environment:

The redesign you will make this week to [Environment As Default] so the instruction matches the standard you actually want: