2605 The Platform Is Not the Point

Product Fieldbook · https://kb.jeffreysummers.com/docs/2605-the-platform-is-not-the-point-2/

The Demand

Tomorrow, pick one piece of technology your cast uses constantly — your Guest management system, your kitchen display system, your reservation app — and watch what a specific cast member does with the information it gives them, not the software itself. Decide whether the gap in your results is a technology gap or a culture and training gap, because giving the same system to a strong team and a weak one produces two different restaurants.

The Work

Name the technology you are observing tomorrow:

The people test:

What the software is supposed to surface or enable:

What a specific cast member actually does with that information — name them and the moment:

If a stronger-culture competitor had this same software, what would they do differently with it:

Is your gap in the tool or in the training and culture around it — the honest answer:

What you will coach this week so your people get more out of the system you already have: