2605 The Platform Is Not the Point

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

What happens on the platform is the point, not the platform itself. And what happens on every platform, ultimately, is a human interaction — even when the technology removes the human from the room.

When a Guest orders through your app, they're still having an experience with your brand. When a server checks a table's preferences in your Guest management system, the value isn't the software — it's what the server does with the information. When your kitchen display system sequences orders perfectly, the value isn't the screen — it's the cook who executes the dish.

Technology is only as good as the people using it and the culture that guides its use. Give the same POS system to two restaurants — one with a strong culture and a well-trained team, one without — and you'll get two completely different results. The technology didn't change. The people did.