2620 The Implementation Gap

Product Book · https://kb.jeffreysummers.com/docs/2620-the-implementation-gap/

The gap between buying technology and successfully implementing it is where most operators lose their investment.

An operator attends a trade show, gets excited about a new platform, signs a contract, and then hands the login to a manager with the instruction: "Figure this out." Six months later, the platform runs at maybe 20% of its capability. The team never adopted it because nobody trained them. The data it generates goes unread because nobody built the habit of checking it. The features that justified the purchase sit unused because the day-to-day reality of running a restaurant took priority over learning a new system.

Implementation requires three things most operators underestimate: time for training, a champion who owns the rollout, and clear metrics that define success. Without all three, you've bought an expensive subscription to something that sits on a digital shelf — the technology equivalent of the training binder gathering dust in the break room.

The technology didn't fail. The implementation did. And implementation is always a leadership decision.