2680 Birthdays

Product Fieldbook · https://kb.jeffreysummers.com/docs/2680-birthdays-2/

The Demand

Before your next shift, check whether your operation is actively capturing Guest birthdays and doing something with that information beyond a candle and a song. Pick one birthday coming up this week and decide, specifically, how your cast will make that Guest feel seen, celebrated, and like they chose the right place — not just served a free dessert.

The Work

Do you currently capture Guest birthdays in a system or habit, yes or no:

Estimate how many birthday celebrations your dining room sees in a typical month:

This week's birthday Guest:

Name the Guest and the occasion:

The standard piece of cake-and-candle treatment, or something real — which one will your cast deliver:

What specific detail about this Guest will make the celebration personal instead of generic:

Rate, 1-5, how consistently your operation currently owns the birthday occasion across every shift:

The one change you will make this week to stop treating birthdays as an afterthought: