2705 The Dining Room Is Your Best Social Platform

Product Fieldbook · https://kb.jeffreysummers.com/docs/2705-the-dining-room-is-your-best-social-platform-2/

The Demand

Walk your stage on your next shift and find the table marking something real — a first date, a celebration, a goodbye. Name what your cast did, specifically, to add value to that moment, or name that they were neutral and let it pass. Decide this week to stop optimizing for the algorithm before you have optimized for the room in front of you — the platforms only archive what happens here.

The Work

Name a table from a recent shift that was marking something real:

The room-first check:

What was the occasion — first date, celebration, goodbye, milestone:

Did your cast add value to that moment or stay neutral — the honest answer:

What specifically could a cast member have said or done to be part of that memory:

Rate, 1-5, how much of your marketing energy currently goes to platforms versus the room itself:

The one thing you will train your cast to do this week to create the moment, not just serve it: