2760 The Standard Holds or It Doesnt

Product Fieldbook · https://kb.jeffreysummers.com/docs/2760-the-standard-holds-or-it-doesnt-2/

The Demand

Before your next shift, identify one product or service standard that has been compressed in the last twelve months under cost pressure — a smaller portion, a cheaper protein, a QR code that replaced a cast member who used to read the table. Name exactly what the Guest lost when that compression happened. The [Rising Costs Argument] asks one question: did the standard hold or did it compress? Decide this week whether to restore it or own the compression permanently — silence is not a decision, it is a drift.

The Work

The standard that was compressed in the last twelve months:

What specifically the Guest lost when it happened:

Was this compression a deliberate design decision or a default that happened under pressure — Design or Default:

Rate how much this compression has trained the Guest to expect less as the new ceiling, 1-5:

Restore it or own it as a permanent standard change — and the reason:

The one cost-pressure decision coming this week where you will hold the standard instead of compressing it: