2785 The Product Change That Keeps Reverting

Product Fieldbook · https://kb.jeffreysummers.com/docs/2785-the-product-change-that-keeps-reverting-2/

The Demand

Before your next shift, name one product or service change that keeps reverting to the old way under pressure — the plate spec that drifts back, the standard that was raised and keeps sliding down. That is [Change Resistance], driven by Loss Aversion, not bad intentions. Ask whether the new standard is actually easier to execute than the old one, not just better. Decide this week what quick win you will name and share with the cast before the gravity of the familiar pulls the change back.

The Work

The change that keeps reverting under pressure:

What the cast member loses — in mastery, comfort, or ease — when they make this change:

Is the new standard currently easier or harder to execute than the old default — easier or harder:

What you will change about the design so the new way requires less effort than reverting:

The first quick win — a Guest reaction, a clean kitchen pass — you will name and share with the cast this week:

Who you will share it with, and when, before the old habit reasserts itself: