3015 Your Cast Is Your Only Asset

People Fieldbook · https://kb.jeffreysummers.com/docs/3015-your-cast-is-your-only-asset-2/

The Demand

This week, you audit where your attention actually goes: your equipment and systems, or the people running them. If your cast experiences disorganization, stress, and no development while you focus on the menu and the fixtures, your Guests are already experiencing the same thing whether you can name it or not. If you do not correct the allocation, the least engaged cast member on your team is setting the ceiling on every Guest's loyalty right now.

The Work

1. Track your own time for three shifts this week. At the end of each shift, tally minutes spent on equipment, menu, and systems versus minutes spent with cast members individually.
2. Identify your least engaged cast member on the stage today. Name specifically what disorganization, stress, or lack of development they are absorbing that a Guest would eventually feel.
3. Fix one condition for that cast member this week — a scheduling issue, a missing tool, an unclear expectation — before you fix anything else on your equipment list.
4. Ask yourself the same question you would ask about a Guest: would you treat a Guest the way you just treated this cast member? If the answer is no, that is the gap to close first.

By Friday, you have made at least one change that improves what your cast experiences, not what your equipment does — because the mirror only reflects what you actually give them.