3020 The Playing Field Has Changed

People Fieldbook · https://kb.jeffreysummers.com/docs/3020-the-playing-field-has-changed-2/

The Demand

This week, you stop treating the labor market as an excuse and start treating it as a fixed condition you build against. If you wait for the market to loosen before you build something worth choosing, you will lose candidates to Amazon, DoorDash, and Uber every week you wait — and the market will never tell you it is sorry.

The Work

1. Name three things a warehouse shift, a delivery gig, or a remote job offers that your current role does not: flexibility, autonomy, no uniform, no manager within arm's reach. Write them down without defending your current setup.
2. For each one, decide what you can realistically build against it this month — not to copy the gig economy, but to make your role worth choosing despite the tradeoff.
3. Do not lower your hiring standard to compete on convenience. Identify one place your standard has quietly slipped in the name of filling shifts, and reverse it this week.
4. Test your operation against the market's real question: is this worth choosing over every other option competing for this person's time? Ask one current cast member, honestly, what almost made them say no when they applied.

Before your next hiring conversation, you have built one concrete answer to why your operation is worth choosing over the alternatives — not a slogan, an actual condition you changed this week.