3035 The Cast Member Who Makes Guests Feel Known

People Fieldbook · https://kb.jeffreysummers.com/docs/3035-the-cast-member-who-makes-guests-feel-known-2/

The Demand

At your next pre-shift, you name one type of Guest who comes back regularly, describe what makes them feel known, and give the cast one specific read and one specific response to it. If you do not, your cast keeps delivering consistent service without building [Earned Trust], and the regulars you depend on stop feeling like anything more than a reservation.

The Work

1. Identify one recurring Guest type this week — a specific regular, a recurring occasion, a repeat party. Name the signal they send that a cast member could read: they sit at the same table, they order the same drink, they arrive early, they come in for a specific reason.
2. Write the one response that closes that read without being asked: starting a drink when they sit, seating them in their preferred spot, adjusting pace before they signal it.
3. Give the cast that read and that response at pre-shift this week. Five minutes. No script, just the read and the response.
4. Watch for it during the shift. Note which cast members acted on the read without prompting and which ones executed the sequence without adjusting.
5. Coach the ones who executed the sequence only. Show them the read they missed, not just the standard they hit.

This week, you run at least one [Earned Trust] briefing at pre-shift and you check, in person, whether the cast acted on the read during the shift that followed.