3090 Theyre Not Your Family Theyre Your Cast

People Fieldbook · https://kb.jeffreysummers.com/docs/3090-theyre-not-your-family-theyre-your-cast-2/

The Demand

This week, you find every place you have used "we're like a family" to avoid a standard conversation, and you name it directly. If you keep the family framing, you will keep tolerating what you would never tolerate from a cast member, and the standard erodes for everyone watching you not enforce it.

The Work

1. List every cast member you think of or refer to as "family." For each one, write down the last performance conversation you owed them and did not have, or delayed.
2. For each delayed conversation, schedule it this week. Have it at the point of experience, not six months from now.
3. Identify one cast member who has been holding the standard while watching a "family" member get a pass. Acknowledge to yourself what that unenforced standard has cost their morale.
4. Replace the language this week. In your next team conversation, use "cast" instead of "family" when describing your people, and notice whether it changes how you frame the next accountability conversation.
5. Separate the two things explicitly going forward: invest in your cast members as people — know what they're working toward, celebrate with them, support them — and hold the standard with them without exception. Do both in the same week, for the same person.

By Friday, you have held at least one overdue accountability conversation that the family framing had been protecting you from having.