3155 The Privilege of Making Mistakes

People Fieldbook · https://kb.jeffreysummers.com/docs/3155-the-privilege-of-making-mistakes-2/

The Demand

This week, you find the cast member who is playing it safe — avoiding the recommendation they are not sure of, skipping the recovery attempt — and you tell them directly that the attempt is expected. If you keep punishing the attempt instead of coaching the correction, your cast stops trying, and a cast that stops trying stops building the Guest Experience that builds the brand.

The Work

- Identify one cast member this week who held back from an attempt — a recommendation, a recovery, an initiative — because they were not certain.
- Have a direct conversation naming what you saw: they held back, and you want the attempt made even when they are not sure, as long as the standard still holds.
- Separate that message clearly from tolerance for carelessness: standards do not move. What moves is your response to a good-faith attempt that misses.
- The next time a cast member tries something and gets it wrong, coach the correction in the moment. Do not let the correction read as punishment for trying.
- Track this for one week: name every attempt you see, and confirm your response reinforced the attempt rather than discouraged it.

This week, you give at least one cast member explicit permission to attempt the thing they were not certain about, and you coach the miss instead of punishing it.