3165 What WorldClass Looks Like

People Fieldbook · https://kb.jeffreysummers.com/docs/3165-what-worldclass-looks-like-2/

The Demand

This week, you name your world-class standard out loud to your cast — in specific, observable behaviors, not a vague compliment. If you never define what world-class looks like in your building, you cannot demand it, build the environment that produces it, or reward it when you see it.

The Work

- Write down the behaviors that define your best cast members: do they go beyond the steps of service to create Hospitality, do they own problems and bring solutions instead of waiting for instructions, do they seek feedback from the Guest rather than only from you.
- Identify one cast member on your floor right now who already lives several of these behaviors. Name it to them directly this week — specifically, not generically.
- Identify one cast member who is capable but coasting on the steps of service as a ceiling rather than a floor. Have a direct conversation about what the next level looks like for them.
- Build one of these behaviors into your next pre-shift: pick one — ownership, mastery of fundamentals, always teaching what they have learned — and describe what it looks like in this building, this week.
- Reward the behavior when you see it this week, in the moment, not at a review three months out.

This week, you name the world-class standard to your cast in specific behaviors, and you reward at least one cast member for living it.