3165 What WorldClass Looks Like

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

After more than four decades of hiring, training, and Coaching thousands of cast members across every market and concept type, I've come to recognize certain behaviors that define the truly exceptional ones. Not the ones who show up and execute the steps. The ones who change the culture around them just by being in it.

They go beyond service to create Hospitality. The steps of service are a floor for them, not a ceiling. They personalize and amplify every Guest experience because they understand the difference between executing a checklist and creating a moment.

They live the 200% Rule. They are 100% responsible for their own behavior and 100% responsible for the people around them. This isn't just a job for them — it's about being part of something they take seriously. They hold that standard not just for themselves but for everyone they work alongside.

They own their work. They come to tell you what problems they encountered and how they solved them — not to report a problem and wait for instructions. They think beyond today's shift.

They are solidly professional. They understand that their business is the business of the Guest. They pay close attention to every detail of every experience. They learn from missteps and they seek feedback — not from management, but from the Guest.

They have mastery of the fundamentals. And because of that, they thrive in chaos. Smiling, focused, having genuine fun — and still getting everything done before you finish telling them what to do.

They are always learning new things. They demand to try new things, do different things, push into unfamiliar territory. They keep what works and move on quickly from what doesn't. These are the people who drive the best innovation in your business.

They are always teaching what they've learned. The excitement of learning spills over. They can't help but share it. Their energy is contagious because it's real.

They participate in the community. They have full, rich lives outside of work — which is part of why they're so good at connecting with the Guests they serve. They surround themselves with

quality people. Some of those people end up working alongside them.

They have a plan for success. Ask them where they'll be in a year. You'll get a goal, a strategy, and specific tactics. These people are not drifting. They're building.

They create sales. They track their own numbers. They're always looking to grow their book of business. The top ten percent don't just pay for themselves — they pay for the people around them.

A cast full of people like this doesn't happen by accident and it doesn't happen through hiring alone. These people are grown. Your job as an operator is to demand this level of execution, build the environment that develops it, and then reward it when you see it.

Cross-fundamental note: connects to 3.X — "A" Level Talent (world-class cast members are the A-level standard in practice — what the abstract principle looks like on the floor) and 3.X — Mastery Over Compliance (the fundamentals mastery these cast members demonstrate is the goal of every training and Coaching investment).