3335 The False Opening

People Fieldbook · https://kb.jeffreysummers.com/docs/3335-the-false-opening-2/

The Demand

This week, you check whether your current standard is the one you built or the one you performed on opening night and let fade. If the answer is the second, you do not get to fix it with a coupon or a promotion — the collapse is a Coaching problem, and no marketing spend touches it.

The Work

1. Compare your operation today against its opening week or its best week ever. Write down three specific standards that were higher then — staffing ratio, host greeting, check-back timing, manager presence on the stage.
2. For each gap, determine whether it collapsed because the standard was never trained into a system, or because it was genuinely a temporary opening-week overstaff. Be honest about which.
3. Build the Coaching infrastructure this week for the standard you want to hold permanently — the specific training step, the specific accountability check, the specific person responsible for holding it on an ordinary Tuesday, not just opening night.
4. If you have a panic response queued up — a discount, a coupon, a promotion — cancel it this week. Replace it with a coaching plan targeting the specific behavior that slipped.

By Friday, you have named the standard that faded since your best week, and you have a coaching plan in motion to rebuild it — not a promotion.