3385 Values Before Strategy

People Fieldbook · https://kb.jeffreysummers.com/docs/3385-values-before-strategy-2/

The Demand

This week, you write down what you actually believe about running this business before you make another strategic decision. If you keep jumping straight to tactics — pricing, staffing, promotions — without the values filter in place, every decision gets made on pressure and expediency, and your strategy and your values will eventually collide.

The Work

1. Write your core convictions in plain language this week — what you believe about the Guest Experience, about discounting, about how you treat cast, about what marketing actually is in your building. Do not copy a poster. Write what you actually act on.
2. Run the Contradiction Diagnostic. Write down three things you say you believe, paired with the operational reality that contradicts each one — “we develop our people” against the last time anyone got a real coaching conversation, for example.
3. Pick the contradiction with the highest cost and fix the operational reality this week, not the language on the wall.
4. Before your next strategic decision — pricing, staffing, promotion — run it through the values filter you just wrote. If the strategy cannot pass the filter, change the strategy, not the values.
5. Identify one place you are currently applying the Golden Rule instead of the Platinum Rule — treating a cast member or Guest how you would want to be treated instead of how they need to be treated. Correct it this week.

This week, you have your convictions in writing, you have closed the highest-cost contradiction between what you say and what you do, and you have tested your next strategic decision against that written standard before executing it.