3415 The Culture Replication Problem

People Fieldbook · https://kb.jeffreysummers.com/docs/3415-the-culture-replication-problem-2/

The Demand

This week, you start documenting the specific decisions that make your culture feel the way it feels — because if those decisions live only in your head, your culture cannot travel, and a second location without your culture is just another restaurant.

The Work

1. List the five moments where your culture is most visible: the greet, the recovery from a Guest problem, how the team talks to each other during a rush, how a new hire gets brought up to standard, what happens when someone falls short.
2. For each moment, write the specific right answer as it happens in your building today — not an aspiration, the actual current standard.
3. Write what "not good enough" looks like for each of those five moments, in specific, observable terms.
4. Turn this list into a single document this week — not a manual, a standard description of the Guest experience your concept delivers.
5. Test it: hand the document to one cast member who wasn't involved in writing it and ask them to identify anything missing or vague.

By Friday, you have a written standard covering all five moments, specific enough that a new hire or a new location could execute against it without you in the room.