3430 The GuestCentric Culture Test

People Fieldbook · https://kb.jeffreysummers.com/docs/3430-the-guestcentric-culture-test-2/

The Demand

This week, you check whether your internal culture actually translates to what a Guest feels at the door — because the Guest doesn't know your values statement exists. They only know how you made them feel when they walked in. If the internal work doesn't reach the front door, you fail the only test that matters.

The Work

1. Stand at your own front door during your next three peak shifts and watch, without intervening, what a Guest experiences in the first fifteen seconds.
2. Name specifically what you observe: does someone acknowledge the Guest immediately? Does the room feel alive or does it feel like the team is just getting through the shift?
3. Identify the gap between what your internal culture claims and what the door delivers. Name the specific cast member, position, or moment where the gap is widest.
4. Coach that specific gap directly this week — not a general reminder to be more welcoming, a specific behavior change tied to the specific moment you observed.
5. Review your last five hires. For each one, name whether you hired out of a real standard or out of desperation to fill a shift. Where it was desperation, name what value system that hire brought in that you now have to manage.

Before your next shift, you have identified the specific front-door gap and coached the specific person or moment responsible for it.