3505 The Values Conflict

People Fieldbook · https://kb.jeffreysummers.com/docs/3505-the-values-conflict-2/

The Demand

This week, you close the gap between what you say and what you do, because the cast is watching every decision where the standard costs something, and cynicism is the direct result of a pattern of misalignment you created. Alignment is the only resolution — a new mission statement makes it worse.

The Work

1. In the last thirty days, identify one decision you made that was convenient but misaligned with your stated values — the moment where the budget got tight and the "most important thing" was the first thing cut, or a difficult Guest got sided with over a cast member.
2. Name it honestly, without excusing it.
3. This week, make one decision that costs you something and aligns with the stated value directly opposite that misalignment.
4. Tell your cast, directly and specifically, what you're doing and why — do not deliver it as a general speech, tie it to the specific decision.
5. Repeat this pattern of aligned decisions consistently over the coming weeks. One instance starts rebuilding trust. It does not finish the job.

Before your next shift, you have made one costly, values-aligned decision and named it specifically to the cast who is watching for it.