3635 The External Network

People Fieldbook · https://kb.jeffreysummers.com/docs/3635-the-external-network-2/

The Demand

This week, you check whether you have a real, active relationship with each of the five professionals every operator needs, or just a name in a drawer. If you wait until the crisis to build the relationship, you pay a premium in time, in the cost of getting someone current, and in decisions made without counsel you hadn't yet secured.

The Work

Audit your professional network this week against this list.

- A restaurant attorney who knows your lease and entity structure.
- A CPA or accountant with restaurant experience who reviews your numbers regularly.
- A banker or lender who knows your business before you need capital.
- An insurance professional who understands hospitality coverage gaps.
- A restaurant coach or advisor who has actually done the work.

For any gap on this list, schedule one introductory call or meeting this week. For any relationship that exists but is not current, send an update this week so the relationship stays live. Build the relationship before you need it, not after.