3765 The Cast Competitors Cannot Replicate

People Fieldbook · https://kb.jeffreysummers.com/docs/3765-the-cast-competitors-cannot-replicate-2/

The Demand

This week you name one cast member who delivers something a Guest cannot get from your nearest competitor, and you name what you are doing to develop the next cast member to deliver the same thing — because if the answer is nothing, your differentiation is one departure away from disappearing.

The Work

1. Name the cast member specifically. Write exactly what they deliver: reading a table and adjusting before being asked, recovering a miss before the Guest signals it, making a Guest feel known without having met them before. Be concrete, not general.
2. Run the [Competitive Value Read] against your current cast: does what this cast member delivers show up on a design document, or could a competitor across the street copy it by matching your room and price. If the answer is no, you have found real differentiation.
3. Name the development plan for the next cast member to reach that same level. Write the specific coaching, the specific reps, the specific timeline. If there is no plan, that is the gap to close this week.
4. Check your training investment against this finding: is the budget and the coaching time actually going toward developing this specific capability, or is it going toward general onboarding that produces average cast members.
5. Schedule one development session this week for the next cast member on this path. Name what you are teaching them and how you will know they have it.

By Friday, run one development session aimed specifically at building your next irreplaceable cast member.