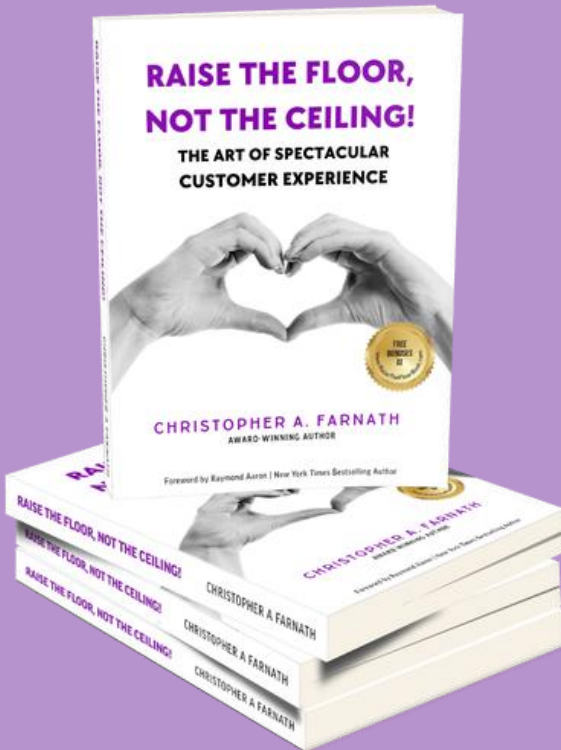


BONUS CONTENT

10 PRACTICAL PLAYS
TO RAISE THE FLOOR



THANK YOU FOR PURCHASING YOUR COPY OF
'RAISE THE FLOOR, NOT THE CEILING!'

DON'T FORGET TO VISIT WWW.RAISETHEFLOORBOOK.COM
TO CLAIM YOUR ADDITIONAL BONUSES

How to turn reading into leadership action

FROM INSIGHT TO IMPACT

You don't need another book sitting proudly on your shelf; you need one that moves. This one was written to do exactly that: to be lived, tested, and proven in your world.

Raise the Floor, Not the Ceiling isn't theory. It's a leadership field guide built from real moments: the outages, the customers, the pressure, and the decisions that either built trust or broke it.

What follows in this bonus content is **10 practical plays** to take those lessons and make something amazing happen inside your own organisation, fast.

Each activity connects directly to a chapter in the book and helps you translate what you've read into action that changes behaviour, culture, and customer results. These aren't abstract leadership ideals; they're deliberate moves designed to:

- Build teams that prevent problems instead of fixing them.
- Create customers who trust you before you ever need to apologise.
- Turn feedback into evidence, not excuses.
- And, most importantly, help you lead a culture that makes spectacular the new normal.

You'll find each section contains:

- A **clear outcome**: what great looks like when you've done it right.
- **Five practical steps**: simple, visible actions you can lead right now.
- A **space to track observations and outcomes**: because leadership isn't about intent; it's about discipline.

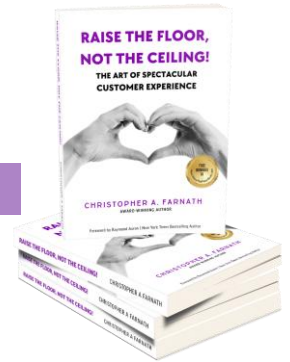
Tick them off. Share them with your team. Celebrate when you complete them. Then ask the question at the heart of this entire book:

"How do we make this spectacular, every day?"

When you've done all ten, you'll have raised the floor of your own leadership, and your organisation will never operate the same way again.



Christopher A. Farnath
Author, *Raise the Floor, Not the Ceiling*
Creator of the Customer-Focused Leadership Academy



PLAY 1. STOP CELEBRATING FIREFIGHTING

Linked Chapter: Chapter 1 – Ceilings Are Overrated

Outcome: End the hero culture. Replace 'we saved it' storytelling with 'we prevented it' discipline. This calms escalation, protects customers, and stabilises your team.



Five Steps to Take: (Tick when completed)

- List the last 3 'hero saves' your team praised publicly. Who was thanked, and why?
- For each one, write the preventable cause. Be blunt: 'This happened because...'
- In your next team meeting, change the recognition moment. Publicly praise someone who quietly prevented an issue instead of someone who fixed one.
- Add one new standing agenda item to your weekly ops meeting: 'What nearly went wrong, and how do we stop it next time?'
- Write and send one internal note: 'From now on, prevention is success. Recovery is learning, not applause.'



Why this matters: This is the first visible signal to your organisation that you are raising the floor, not just clapping louder when the ceiling caves in.

Observations and outcomes you learned from this activity:



PLAY 3. BUILD YOUR 'FLOOR RAISERS' WALL OF FAM

Linked Chapter: Chapter 1 – Great Leaders Don't Reward Drama; They Reward Discipline

Outcome: Hardwire recognition for consistency, not chaos. People understand what 'good' looks like because you show them.

Five Steps to Take: (Tick when completed)

- Identify 3 people in the last 60 days who quietly prevented customer pain, shortened time to value, or removed friction.
- Write one sentence for each: 'Because of [name], the customer never even felt the problem.'
- Share these publicly in your all-hands, team call, or internal comms. Teach what gets celebrated.
- Tell each privately why it mattered commercially (renewal protected, escalation avoided, revenue secured).
- Repeat monthly. This is now ritual, not novelty.



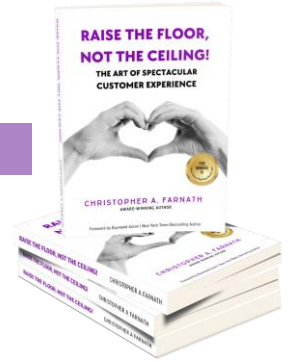
Why this matters: If you don't define what excellence is, your team will assume it's noise, speed, adrenaline and late nights. That's how you burn them and lose customers.

Observations and outcomes you learned from this activity:

PLAY 4. LAUNCH A 30-DAY LISTENING SPRINT

Linked Chapter: Chapter 4 – Strategic Listening: Turning Insight into Action

Outcome: Prove to your customers that you listen, act, and close the loop. Internally, prove that feedback isn't theatre.



Five Steps to Take: (Tick when completed)

- Choose 10 customers (top revenue, highest risk, or most pain). Personally reach out. 'I'm calling to understand what's getting in your way right now.'
- Log every theme you hear in plain language. 'Onboarding feels slow.' 'Your comms go missing.'
- Assign a named internal owner with real authority to fix each theme.
- Act on one thing within 7 days, then tell the customer: 'You said X. We've now done Y.'
- At 30 days, publish a one-page 'You Said / We Did' summary internally or externally.



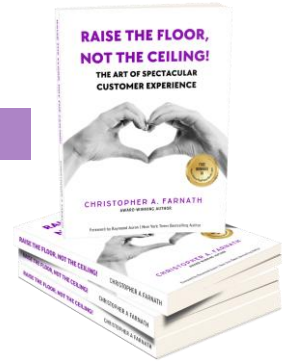
Why this matters: Most companies collect feedback. Almost none close the loop. Closing the loop is what creates advocacy.

Observations and outcomes you learned from this activity:

PLAY 10. BUILD YOUR 'YOU SAID / WE DID' STORYBOARD

Linked Chapter: Chapter 10 – Lead It, Live It, Lock It In

Outcome: Make customer trust visible. Create evidence that 'we listen and act', turning feedback into proof.



Five Steps to Take: (Tick when completed)

- Create three columns: 'You Said', 'We Did', and 'Impact'.
- Add five examples from the last quarter where customer insight drove change. If you can't find five, that's your next priority.
- Share this storyboard with new and renewing customers to demonstrate responsiveness.
- Show it internally once a month and praise the teams who drove each improvement.
- Keep one live version to use in sales, renewals, board updates, and recruitment.



Why this matters: Customers believe evidence, not promises. This turns customer feedback into your most credible marketing asset.

Observations and outcomes you learned from this activity:
