

The floor exercise — facilitator note

One page. How to run the arithmetic with a cohort in a twenty-minute slot, what comes out, and what to say afterward.

What it is

Each participant works out the price per engagement below which a job costs them money — the floor — from what they need to earn, what the business costs, and the hours they can actually bill. It is arithmetic, not accounting. Most participants find their current price below the floor, and most are surprised by how far.

Before the session

1 Send the link the day before:

~~runsonaskcan/floor.html~~ Ask each participant to bring three numbers: what they need to pay themselves each month after tax, their fixed monthly business costs, and what they charge for one typical job.

2 Have a projector or a shared screen for the page, and a printed copy of this note.

In the slot — twenty minutes

1 Two minutes.

Say
what
the
floor
is:
the
number
below
which
a job
costs
them
money,
not
the
price
they
hope
for.
Say
that
most
people
in
the
room
will
find
their
price
below

it,
and
that
this
is the
most
common
thing
in
self-
employment,
not a
personal
failing.

2 Three minutes.

Walk
the
first
three
fields
on
the
screen
with
your
own
numbers,
or
with
the
example:

\$5,000

a

month

after

tax,

30%

set

aside,

\$650

of

fixed

costs.

3 Ten minutes.

Participants

fill in

the

page.

Circulate.

The

field

people

get

wrong

is

hours:

forty

is

never

billable.

Ask

each

person
what
they
do in
a
week
that
no
client
pays
for,
and
watch
the
floor
move.

4 Five minutes.

Ask
three
people
to
say
their
floor
and
their
current
price
aloud.
Do
not

ask
them
to
justify
either.
Then
say
the
one
action:
write
the
floor
where
you
quote
from,
tonight.

What to say when someone asks

"Is this financial advice?"

No. It is structural arithmetic — floors, ceilings, cash timing. The tax percentage goes to an accountant.

"My business is different."

The numbers are yours; the arithmetic is the same. Three very different businesses run through the book for that reason.

"What do I do with the number?"

Quote above it. Then the next nine instruments — the buyer, the fence, the weekly number — are in the book and the Binder.

After the session

The page is free and stays free. If the program wants the whole system for the cohort, the Cohort Licence gives every participant the Binder for a year with a forty-five-minute session included; details on the programs page. Questions to the address in your licence confirmation.