



MYOS

Personal Manifesto

JOHN FAIRCLOUGH

Core Identity

DEFINITION OF A GOOD MAN

Honorable	A good man is honorable. He is accountable to do what he believes is right, regardless of external pressures. He desires to be authentically himself and encourages others to do the same. He wants people to be who God made them to be.
Courageous	A good man is courageous. He inspires hope, always. He will challenge authority when needed and does not go along to get along. He faces adversity knowing that God uses our most difficult moments to introduce us to ourselves.
Empowering	A good man empowers. He sees the good in people and challenges and helps them utilize their strengths. He provides appropriate levels of safety and opportunity.
Generous	A good man is generous. He understands we are interdependent and will share his blessings and experiences to the point of being vulnerable if that is what is needed.
Forgiving	A good man forgives freely. He believes he will be forgiven the way he forgives. People make mistakes and forgiving them is a way to tell them "You are worth more than how your action made me feel."
...Himself	A good man is himself.

I MAKE PEOPLE FEEL

Loved, Valued, Happy, Safe, Strong, Empowered

Love of God & Neighbor

Loving God and others is at my core. True love requires action, sacrifice, and honoring dignity. I strive to leave people better than I found them, leading with purpose, humility, and integrity in all relationships.

Forgiveness & Mercy

Forgiveness is a statement of worth, a way of saying, “You are more than your worst moment.” I forgive freely—not to excuse, but to release and restore. I see beyond mistakes while maintaining boundaries that protect growth and accountability.

Authenticity

I was created with unique gifts, weaknesses, and purpose—my calling is to fully embrace and use them. Being authentic means investing my energy wisely, protecting what matters, and inspiring others to do the same.

Interpret Well

How I see the world shapes how I lead. I have to see the good and I align my focus with God’s purpose, and my path becomes clear. I filter out distractions, make wise, intentional decisions, and commit to what truly matters.

CORE VALUES

Honor the Promise

Commitments matter, especially the implied ones. Every person on your team is here for a reason—to make the company better and stronger. That’s the unspoken agreement, and it’s up to leadership to ensure that promise is fulfilled. Honor extends beyond contracts; it’s about taking responsibility for the role you play in relationships, business, and personal growth.

Be Courageous

Take on challenges, expand your comfort zone, and stand firm in your principles. Approaching life’s battles with an open mind is critical to success. Seek out good information, be prudently humble, and resist the temptation to simply "go along to get along." Difficult conversations often build the best relationships—have them.

Move Forward

Progress requires learning and developing your skills, but more importantly, it depends on forgiveness. People will let you down, and you will let yourself down. The ability to forgive, both others and yourself, is essential to advancing.
Do it often.

Value People

Everyone has strengths, weaknesses, and personal battles. Whether we like it or not, we need one another. Choosing to see the good in others strengthens both them and us. We have a responsibility to invest in people and foster an environment where they can thrive.

MY INNER CIRCLE

WE MAKE EACH OTHER STRONGER BECAUSE WE —

- ❖ Trust, Value, Respect, Support, & Defend One Another
- ❖ Communicate Clearly and Courageously
- ❖ Are there “No Matter What” for One Another

PERSONALITY ASSESSMENTS

Omnia Profile

John is a decisive, high-performing leader who operates with clarity, speed, and high expectations. He is self-reliant, solution-focused, and expects those around him to execute at a high level. While deeply loyal to those he trusts, he has low tolerance for inefficiency, indecisiveness, or excuses.

Decisive & Goal-Oriented	John moves with purpose and efficiency, eliminating distractions and focusing on results. He adjusts quickly when something isn't working and expects those around him to do the same. Wasted time and inefficiencies are unacceptable.
Independent & Self-Sufficient	John trusts his own judgment first and operates best with people who take ownership of their work. He values competence and accountability and finds excessive oversight frustrating.
High Standards & Strong Expectations	John expects excellence, accountability, and results. He pushes people to grow and has little patience for excuses. He believes problems should always come with solutions and that people should rise to challenges, not avoid them.
Direct & Practical Communicator	John values clear, efficient, and solution-focused communication. He prefers facts first, then analysis, and dislikes opinions presented as reality. He expects honesty without unnecessary sugarcoating.
Fast-Moving & Efficient	John processes information quickly and expects others to keep pace and execute without hesitation. He has little tolerance for unnecessary deliberation and values people who adapt and move forward effectively.
Loyal & Expects Loyalty in Return	John is deeply loyal to those he trusts and expects the benefit of the doubt in return. His inner circle should ask him for clarity before assuming the worst. He does not tolerate gossip, disloyalty, or passive-aggressiveness, preferring direct and open conversations.

PERSONALITY INSIGHTS (MYERS-BRIGGS)

I am an INTJ in Myers-Briggs (Mastermind). I am a strategic and decisive leader who thrives on big-picture problem-solving, direct communication, and empowering others to rise, all while moving with focus, efficiency, and conviction.

Strategic & Visionary	Big-picture thinker, thrives on challenge.
Independent & Decisive	Forms own conclusions, trusts own judgment.
Action-Oriented & Efficient	Moves quickly, executes with focus.
High Standards & No-Nonsense Communication	Direct and practical.
Empowering Yet Demanding Leader	Pushes others to rise while providing support.

5 ADJECTIVES FROM ASSESSMENTS

Strategic, Decisive, Efficient, Accountable, Visionary

DEVELOPMENTAL INSIGHTS FROM OMNIA + RECOMMENDATIONS
FROM MY INNER CIRCLE

Adapting Communication for Different People	<p>While John prefers direct communication, not everyone processes information the same way. Some may need more context, reassurance, or explanation before making decisions. Balancing directness with approachability can help ensure alignment across different personalities.</p>
Handling Emotional and Energy-Draining Situations	<p>John is not wired to be an emotional sounding board and tends to distance himself from excessive venting or negativity. Setting clear boundaries on emotional involvement while still showing support where necessary helps maintain energy and focus. Identifying when to engage and when to step back prevents unnecessary mental and emotional exhaustion.</p>
Managing Pace and Expectations	<p>John moves quickly and expects others to do the same, but not everyone is built to keep up at his level. Setting clear expectations and regularly checking alignment can help ensure that his team remains effective without feeling overwhelmed. Providing structured guidance to those who need it allows for better execution without unnecessary slowdowns.</p>
Refining Leadership Style for Different Teams	<p>John's high standards push people to grow, but some may need more structure or coaching to meet expectations. Understanding individual strengths and weaknesses within his team allows him to position people where they can succeed. Providing clarity on expectations while allowing room for autonomy helps maintain alignment without requiring micromanagement.</p>
Delegation Without Losing Control	<p>John empowers others but must reinforce authority when boundaries become blurred. Ensuring that accountability measures are in place prevents over-delegation that leads to misalignment. Balancing trust with oversight ensures that decisions remain within his strategic vision while allowing others to take ownership of their roles.</p> <p>Be more specific. Have your team vet others before they join your team. Let others handle team interactions.</p>

WARNING LABELS & STANDARD BOUNDARIES

Standard Boundaries

Here are the standard boundaries I should set, but often do not. If I did, my relationships would be stronger.

My Energy	Ongoing complainers zap my energy. I have a lot to do and listening to them and having to convince or cheerlead them detracts from my important responsibilities. Too many people depend on me forging ahead, I cannot get bogged down by others issues.
My Time	I am wildly productive in from 6:30a- 11:30a. I need to work on my most intense work at that time. I need that time protected and respected.
Misunderstandings	Don't assume I don't care because I am protecting my energy or time. I know what I have going on and I know my limits. If I do not like something, I will be direct and say it. Any issue in my company or my family is "my" issue. I do not separate myself from the struggles within my most important communities. I forgive and heal quickly, not because the items do not matter, but its just part of my belief that a good man is slow to anger and quick to forgive.
Communication	I try to be consistently straightforward. I believe my authenticity is a real asset and I work hard on avoiding "selling" my point. I have the ability to be harsh. I try to not use it unless I believe it is necessary.
Empowerment	When I empower you, it does not mean I believe you will get everything right. It means I trust you to do the item well, bringing me in on the important, challenging, and impactful items and whenever you are unsure.

THEMES OF MISUNDERSTANDINGS

Here are recurring themes of misunderstandings that frustrate.

Boundary	Reason for It	Expectation
Helping Without Overcommitment	My generosity is given freely, but it is not an ongoing obligation. When I help, it does not mean I am responsible for someone's long-term success.	If I offer support, respect the limit of that help and do not assume continued financial, emotional, or strategic involvement.
Emotional Dumping & Energy Drain	I am empathetic, but I do not process emotions the way others do. I do not engage in daily venting sessions where no action is taken.	If you come to me with a problem, be open to solutions. If you just need to vent constantly, I am not the right person for that.
Empowerment with Accountability	I believe in giving people ownership, but that does not mean I give up my authority. Trust requires alignment, communication, and respect.	If I empower you, understand that I am still the final decision-maker. Trust comes with accountability, not unchecked autonomy.
Time & Energy are Limited Resources	I have structured time for deep work, leadership, and personal focus. People often expect too much access to my time without considering how it affects me.	Respect my working rhythms. Do not assume I am always available—if you need my time, make it worthwhile and efficient.
Trust & Loyalty: The Benefit of the Doubt	I do not operate on rumors, speculation, or assumptions. My inner circle is built on mutual understanding and respect.	If you hear something about me, ask me before assuming the worst. If you are truly in my corner, your actions should reflect it.
Negative People & Chronic Complainers	I do not tolerate endless negativity. If someone refuses to take ownership of their life, I will not carry their burdens for them.	If you complain constantly but take no action, I will distance myself. My inner circle is for problem-solvers, not problem-dwellers.
Misunderstandings About Who I Am	I do not fit the typical mold of a financially successful man. I value building others up rather than being idolized. I am deeply Catholic but not in a conventional way.	Do not assume you know how I think or what I believe based on stereotypes. Get to know me before making judgments.
Communication & Decision-Making	I cannot stand people presenting opinions as facts. I process best when I get raw information first, not pre-filtered interpretations.	Present things in this order: "Here is what happened," "Here is how I see it," "Here is what I think we should do." Let me form my own conclusions.

Energy Management

TO-DON'T REMINDERS

Don't Take on Responsibilities That Aren't Mine	I help people, but that does not mean I am responsible for their long-term success. I will not allow someone else's poor planning, lack of discipline, or emotional state to become my burden.
Don't Allow Others to Dictate My Time	My time is valuable and structured. I will not allow others to demand access, interrupt my deep work, or assume I am always available just because I care.
Don't Engage in Endless Complaints or Excuses	I am solution-oriented. If someone just wants to vent but is unwilling to take action, I will not be their sounding board. Chronic negativity and a victim mindset are not welcome in my space.
Don't Over-Empower Without Accountability	I believe in giving people ownership, but empowerment does not mean unchecked autonomy. I will ensure clear expectations and alignment before delegating authority.
Don't Waste Energy on Proving Myself	I do not need to justify my decisions to people who are committed to misunderstanding me. My results and integrity speak for themselves.
Don't Let Small Distractions Steal Big Opportunities	I will not let minor tasks, unnecessary conversations, or other people's urgency derail my strategic focus. What moves the needle matters most.

RESILIENCE REMINDERS

- ❖ Every challenge makes me stronger—if I let it
- ❖ People are worth more than their mistakes
- ❖ Some people cannot see how great they are
- ❖ "I am here for you" can be more valuable than gold
- ❖ Be you—nobody else can

WORDS OF ENCOURAGEMENT

Favorite Life- Changing Advice

Be You.

Maybe if we knew everything, we'd forgive everything too.

Your raise becomes effective when you do.

“Break in Case of Emergency” Message

You've got this. Be you.

You're the right man for the job.

Challenges don't define me; they refine me.

Encouragement for Tough Moments

A lot of people want you to be successful in this.

You've already overcome worse. This too shall pass.

Take a breath. Trust yourself. Move forward.

Quotes About Working with John

“John has been my biggest cheerleader. He saw potential in me before I saw it in myself and has consistently pushed me to grow, both personally and professionally.”

“He’s constantly going a mile a minute. I wish we would fully complete projects/tasks before coming up with new ideas & moving on. He has great ideas & I would like to see them all come to life.”

“John’s leadership isn’t about authority; it’s about impact. He inspires loyalty by being loyal. He motivates others by believing in their potential, even when they don’t see it themselves.”

“John’s drive and brilliance make him a powerful force, but not everyone moves at his pace. While he’s already ten steps ahead, the rest of us are often still trying to catch up.”

“Working with John is like being handed a front-row seat to a mind that’s always racing ahead, ready to change the game. It’s about seeing things from a whole new perspective—one you didn’t even realize you needed.”

“I wish he would let go a bit more. He’s been screwed over in the past, which may be why he holds on so tightly, but trusting his leadership team with more tasks would help lessen the burden of his full plate.”

“If a goal wasn’t met, he’ll say, ‘No problem’ and talk it through to figure out how to get it done & make it successful in the future so we don’t hit the same roadblocks. Most people would immediately get mad/ upset or beat you up, but John listens and problem-solves.”

“He has challenged me to step into my own—to take accountability not just for my work, but for my team’s success as well. He’s never shied away from difficult conversations, but he always delivers them with the intention of helping me become better.”

“We argue about this every time I bring it up, but he changes his mind on decisions quite a bit. Regardless if it’s pivoting because things came up or he gets cold feet on a decision, it does happen.”

“John challenges me in ways I didn’t even realize I needed. He can sometimes give me tasks that feel nearly impossible. But that’s part of his brilliance—he’s never interested in easy answers.”

FROM MY DIRECT REPORTS

“He challenges you. Every task is a new challenge! I’ve worked on things here that I never have before at another company.”

“John’s leadership style is, hands down, the best I’ve experienced. He leads by example, never asking anyone to do something he wouldn’t do himself.”

“John doesn’t just manage people—he develops them. He believes in their potential, pushes them past their limits, and expects them to rise.”

“He’s so damn smart that every time he asks me a question, I feel challenged. But in all seriousness, it makes me think differently.”

“John’s leadership isn’t about control; it’s about impact. He sets high standards, but he also invests in people. If you work with him, expect to be challenged and expect to grow.”