

# Put Your People First

In this episode John discusses the important role of the resilience he learned as a child has had on the business leader he has become. Also covered is the strength that comes from difficult times often shapes the business leaders and how that has helped John persevere when many other leaders crash and burn.

## About the Host

Geoff is the founder of GN Coaching and the creator of Success IQ, an evolutionary system that combines stress management with success and life coaching strategies. His approach assists you in achieving your goals and creating a better integration with your work and lifestyle. • Geoff is passionate about supporting people in overcoming stress and increasing their performance, confidence and supporting them in achieving their biggest goals. In 2007 only a year after his darkest moments, he founded GN Coaching, having been trained by some of the best in personal development, including Jack Canfield America's number one success coach."

Link to the podcast:

<https://www.geoffnicholson.uk/103>



## John Fairclough on Putting Your People First

**Geoff:** *Welcome to the Success IQ Podcast, the show for entrepreneurs who want to create and live an exceptional life. I'm your host Geoff Nicholson, and this is episode 103. Good morning, good afternoon, good evening wherever you are in the world. I truly hope you're having an amazing week. So, we are only a few weeks away from Christmas. Hope you've got everything sorted. We're actually well organized this year. We've got everything done, wrapped up, and sorted. So, life is good. That means no panics and no running around on Christmas Eve, which used to be my old way of doing things. But, we diverse slightly.*

*So, we have got a great guest for you this week. John Fairclough. Now, John founded the Resicom Group to help retailers optimize the way they improve and maintain their store environment. Under his leadership, the company has been evolved from a local construction company into an international provider of facility maintenance and construction services. Now John enjoys sharing his story to inspire others. His best virtues were incubated by extreme poverty and forged to this unlikely business success. Humility and justice are the invisible staying of his diverse and adverse experience.*

*Naturally people come first for him, and finding a way to see their good, wanting them to obtain their missing good, staying hopeful for them, are the things he works very intentionally on. So, I just want to say a big warm welcome, John, welcome to the show.*

**John:** Thanks for having me.

**Geoff:** *So John, I'm really looking forward to this talk, especially what we've been talking about before the show. Honestly guys, you don't want to know, but we will get into some of that later on. What I would love to do is, could you give us a little bit of a backstory of what's brought you to this point today?*

**John:** Well, sure. I grew up super poor in Chicago in the United States. And we had a real difficult time just even have enough money to eat. And through that, I have, there's four of us kids. And my mom really struggled mightily trying to raise us the best she could. And she kind of hit a limit where she wasn't able to take care of us anymore. So, we bounced around a little bit. And I went to over 20 schools and by the time I was in my early 20s, I had to kind of fend for myself. And so I started a company. And here we are 20 years later operating a business that's generally local, and, but we're doing it internationally. So, we're really proud of the progress that we've made and growth that we've made, expansion of a company. And through that process, me as a person has grown from somebody that really wasn't comfortable being themselves, kind of a lot of times not letting my true self come out, to now somebody that's very comfortable in their skin.

**Geoff:** *And for you, that sort of that experience of growing up the way you did, how do you think that's shaped you to be an effective business owner?*

**John:** Well, I think it's helped me see things through the lens of a person rather than an accomplishment. I think a lot of times people accomplish things, maybe just from the situation that they were in, and people get overlooked. I know that my siblings, I certainly got overlooked being as poor as we were, and not being, I don't know, nobody seems to look at the kids that are poorest in the school as being role models or anybody that they want to aspire to be. Those are the people that are overlooked. That's who we were. And so, I never forgot that. And also, a lot of times when talking about my history, people see the negative to it, like, "Oh, so poor," and all of that. But there was people that stepped up to do the best they could to support us, like different aunts and uncles and my grandmother and things. So, the idea of persevering was instilled in me very early on. But I'm very, very resilient, very capable of taking on a lot of chaos and enduring it.



## John Fairclough on Putting Your People First

**John:** And so, people say, "Hey, how did you overcome your situation?" And I said, "I really never did. I just kind of embraced it." Like that's who I am. That's where I come from. And it's not a problem for me. So, it's not a black eye for me. So, I would say that the difficult things that I endured as a child gave me the resilience, the focus, the determination to help me be the best me I can be.

**Geoff:** *Yeah, and it's sometimes the adversity shapes us into becoming stronger, and as you say, more resilient as well.*

**John:** For sure.

**Geoff:** *So, before we hit the record button, we were talking sort of the challenges in the economy and all of those sort of things. I know that's something that keeps coming up with some of my clients, that the fact that sometimes it just seems to be so many things stacked up against them. Now obviously, you were talking about how when you were growing up, the sort of those types of children are the underdog, if you want, is kind of like dismissed in some ways. How do you, when you're dealing with those unsurmountable odds, how do you think, or what do you think the strategies are or the philosophies are to build something through those difficult times?*

**John:** To care about that other party. So, to not overlook them. So, I mean our business, rather than being built around the services that we provide, is built around people that we pride our services for. So, what are their needs? And so just staying laser-focused on that and building a business that continues to evolve itself to meet the needs of the people that we want to do business with. It's just, it's a different philosophy than, "Hey, we are a remodeling company or a construction company or a painting company," and then trying to find as many people to buy our painting services, we look at it and say, "These groups of companies buy these types of services." Let's go out there and build that expertise, acquire that expertise, so that we can become the provider of that, because we want to do business with them.

**Geoff:** *Yes. So, do you mean you become, you're very much client-focused rather than that internal focus?*

**John:** Right. I mean, so when we're trying to get better, right? Like that personal development, of course we're looking inward, but the objective, right, we're trying to get better at something that's of value to someone else. So, we're looking for their money. Right? We're looking for their commitment. We're looking for an ongoing, a meaningful relationship there. And so, the only way that I know how to do that is to do something meaningful for them. And just providing the things that I already know how to do only doesn't seem to really fit that mold. So, we're just pretty much dialed in on, "Hey, these are the types of companies we want to do business with. This is a specific company that we want to do business with. Let's go in their location, let's understand it, and let's make sure that we could give them something that's meaningful."

**Geoff:** *And with that, is that very much the culture that you have right the way through you company? So, from your customers right the way down through to your employees as well?*

**John:** I sure wish we did, but that's one of the great things about management is to try to understand what's taking us off of track, whether it's, I mean to me, we have to be the company that we sell. Well, if you have multiple people selling the company and they don't, they're not necessarily aligned in what that message is, things could get a little bit cloudy. So, I think to become the company that you seek requires a certain kind of discipline. So no, I wish I could sit here and say, "This lives and breathes throughout our company, and we just really got it together." But that's just not the case. I mean, we're a strong company. We continuously grow. We've been all kinds of different economies, and never missed a bill. And we feel super grateful that is our history. But we've got a lot to work on. And those are some fun challenges because it really pushes us, like why isn't it more this way? And it can be frustrating, but when you can convert it into



## John Fairclough on Putting Your People First

something like, "Hey, this is a person. They're just not understanding it. They need some accompaniment. Maybe they're afraid to do it. And let's help them through this."

**John:** So, it's rewarding in a different kind of way as we make progress through being maybe a little disappointed with where we're at today.

**Geoff:** *But it's an interesting thing you bring up, because it's that, there's an awful lot of companies, and I know, there's an awful lot of people maybe in their first jobs or going through maybe unfortunately if you're in that now, there's an awful lot of jobs that have that control and command type of, I think it's command and control, know what I mean. That type of leadership. But when you're doing it and you're sort of putting those people first, it's getting that culture and just nurturing that culture to try and make your company stronger and more effective. And now, as you said before, you're working internationally as well.*

**John:** Sure. And it makes sense, I always say micromanagement, there's a reason why people use it. It's super effective. But the problem with it is the expiration date on it is usually much sooner than the person that's micromanaging believe it is. It spoils quickly. So, command and control, when things are chaotic and things are going sideways, someone's got to grab the bull by the horns. No problem. It's just a matter of saying do I give people enough freedom to put their thumbprint on it. And do we give that space? And just before this call here, I was meeting with maybe seven or ten people from the team, and we're discussing the training that they're doing. And I don't like the sequencing of it because they're teaching them a lot of things that are memorization-driven. Like you have to do this, and you have to do this, and you have to do this, you have to do this.

And we're talking about some new hires that came aboard and it's like, no, I mean, let's get them to understand what the work is from what they already understand. And let's ask them, "Hey, if you owned a building or a home in another state, and someone was going out there to do work, would you want to know when they're going to be there? Would you want to know if they fixed everything just fine? Would you want to know if there's a problem? So, we relayed things to what people already know, and with that foundation of why and confidence, then you can add on the memorization. And when they forget, when they don't remember what they were supposed to memorize, they can lean on that thematic training that they received, that they, hey, they understand what this is, and our general direction is this way. And they can make a call and not be fearful that they didn't follow every step exactly the way that it was outlined, or whatever the case is.

**Geoff:** *Yeah. And it's actually, one of the things that was really interesting when I was reading the information about you when I found out you were coming, and would like to come on the show, was I love some of the specialties that you have: Listening without prejudice. How would you describe that?*

**John:** Well so, we jump into, I see so often that people jump to conclusions. But they don't, but they remove the context. Or a lot of times, they try to find something that's wrong with what you're saying, so they intentionally remove the context. And it's just kind of, and I guess the simplest word to use is dumb. Just, it's not really a bright thing to do. And so, I'm one that pushes for context. I don't, and I like to separate what's opinion from fact, because people like to blend those two things together. So, give me the facts. Give me what your thoughts are on it. And then, and my questions will typically add some color to it because when you speak with someone, you tend to know how they feel about it.



## John Fairclough on Putting Your People First

- John:** When you're looking at somebody and everything that they say is critical of the person, well, I shouldn't expect I'm going to hear any good news out of them. But if someone says, "Hey, I really don't like the guy very much, but the truth is, he does a nice job with this and that. And when it came to this issue, he just really dropped the ball. And I think that this is what got in the way." Okay, then I can follow that. But I don't want to manage through and say, "Okay, are you being too aggressive with your opinion?" And like, that's stuff's all in the way. So, listening without prejudice is really about saying, hey, let's separate fact from opinion. Let's break apart from are we justifying our actions or are our actions justify this cover our behind kind of mentality that seems to dominate society now, and get into, let's get to the heart of the matter. Let's be incisive and build off of that rock, rather than all the peripheral things.
- Geoff:** *So, just before we jump over to the second part of the show, I wanted to tell you about this fantastic workshop that someone who you might have already heard on the podcast. In fact, he's the only guy that's been on the show twice in an interview. Here is the presentation genius himself, Dr. Simon Reybould. Now, Simon is running, and he only does this once a year, he's running a live training course in Newcastle-Upon-Tyne, in March 2019. And you use the discount code geniusIQ, then you will get 50 pound off the ticket price. All you need to do is go to presentationgenius.[inaudible 00:14:30].co.uk., and take action.*
- Now, I have done Simon's training. He is my go-to guy for any presentation training, any skills that I need to develop in how to do that. And if you are looking to be able to make awesome presentations, pitches or a report, addresses to the board, or just to hit that job interview out the park, I'd highly recommend this workshop. Remember, geniusIQ at presentationgenius.[inaudible 00:15:00].co.uk, and get 50 pound off. So act now.*
- Okay, so what we are going to do now is we are going to go to the second part of the show. This is where I get an opportunity to put you on the hot seat. So, are you ready?*
- John:** For sure.
- Geoff:** *Okay. So the first question is, on average, how much time a week do you dedicate to self-development?*
- John:** Well, if you include the time that I use talking to myself, it's a pretty fair amount of time.
- Geoff:** *Yeah.*
- John:** When I, so I would say probably-
- Geoff:** *He's not crazy, people. He's not crazy, honestly.*
- John:** No, I'm not crazy. It's sometimes the best person to talk to is myself.
- Geoff:** *I know that feeling.*
- John:** What I do is I get my phone and, like when I don't know what to do, I set up like on a selfie, but in the video format, and I look at it and say, "You got a lot of good ideas. What do you think I should do about it?" And then I always get the answer I will do for.
- Geoff:** *That's really cool. That is a good strategy, that one.*



## John Fairclough on Putting Your People First

**John:** Yeah. Oh, it's fantastic. I recommend it to everybody that know what they're talking about. So. But I would say I probably spend somewhere between 5 to 20 hours as a minimum on personal development. I spend a lot of time on my spiritual life, and really kind of connecting in that way. And so, it's probably a bit higher than that. And I would include personal development time, the time I spend with the leader of my team. Because a lot of times we're not talking about the business per se, we're talking about something that's funny, or something that's going on or what we're working through. And just trying to find a different point of view on it. And I think that that practice really is, can be classified as personal development because when we're encouraging one another to find the good in the situation or the good in a person, and we keep kind of repeating down that or, and if it's something that we're frustrated with, the same thing, kind of airing it out so that we could kind of pick up the pieces into something that's going to be constructive.

I think that that stuff, and if you include that, it's definitely well north of 20 hours.

**Geoff:** *Brilliant. Excellent. Okay, question number two, what book has made the biggest impact to your self-development or personal growth, and why?*

**John:** Okay. So, I'm going to have to say it's two books together that are spiritual. It's would be, for me, it's the Bible, and then the Catechism of the Catholic Church. And the reason for it is it's not a holy roller kind of thing for me. But there's these principles as to like why the teachings of the Church are what they are. And it doesn't, it's not even, what's great is it's not even like about religion. It's just about how do you view people? Or how do you view a situation? And like the better days are always ahead. And with that kind of mentality, if we're looking at things that way, so much good comes from it. And when I'm in a condition to receive good, I grow. But when I'm unhappy or down or seeing the bad, I'm not growing. I'm not advancing. So, my personal development really comes down for me learning how to forgive others better. Most of the issues that I have with people, are things I decided I should have issue with. Like, so what if they said something mean to me? Like, maybe they didn't mean it. Or maybe they were in a bad spot. Or maybe they had a horrible day and they lashed out at me because that was the one guy that they knew they could lash out to, and I wouldn't hold a grudge.

So, personal development, that's where it is for me.

**Geoff:** *Yeah, and also, that's a good point, is because we don't think we do, but we make a decision and we take that responsibility to respond to those people in the way we choose. So, it's like you say, it's kind of like okay, I just need to do something. And the religious books as well, doesn't matter which one you're looking at, is they were the first self-development books anyway. They were, all of the philosophies, the strategies, the stories, the fables, all of them, they all had this underlying story. And if you look at that, I mean I know plenty of people who aren't religious, but they read the Bible because the values at the core of what it is, they're great lessons.*

**John:** For sure.

**Geoff:** *Okay, question number three. What app makes the biggest impact to your business or life?*

**John:** Well, we haven't met live, but if you did, you'd understand why I'd say camera. So, the camera I think is the best piece, but the reason why I think the camera is, I was torn between saying a reader, like anything with books on it because I think that's a great thing to do, especially when we don't know what to do. A lot of times we talk, and it's good to vent as long as we got the right audience. But I think the best thing to do when you're feeling screwed up on something or really aggravated, is to go and learn. Whether it's about that or something else, just go learn something. Change the way your mind is functioning before you go make your decision. So, I love to learn, and reading does a lot of that for me.



## John Fairclough on Putting Your People First

**John:** And the other piece is, and I said the camera, and I know I said it joking. But I was really kidding, but I wasn't kidding at all. But the reason for the camera part is if need to get comfortable, so I got a guy that works with me. His name's Steve, and we do a lot of marketing through videos. But the personal growth through getting comfortable with seeing yourself and listening to yourself and presenting, there's just a lot of good that comes with it. And so, if someone was out there saying, "Hey, I just want to be better at being me," I would say get out a camera, look at yourself, and don't look at yourself so critically and start to see that you've got some good things to say. And share those good things. And just, I think it's a great confidence builder and great because the more of the real of the person that comes out, I think the happier that they'll be and so will the people around them.

**Geoff:** *Yeah, and it's funny enough, I was having a conversation with a couple of people today about that exact thing. Where they want to share their message and they want to share their stuff. But as soon as you mention camera, it's like garlic or holy water to a vampire. It's like all of a sudden they're just, "No, we're going to run for the hills. I'll go and get a job or something, but don't put me in front of the camera." Yet, the more you can get comfortable in front of that, the easier things will be.*

**John:** For sure.

**Geoff:** *Brilliant. Okay. So, number four, what's your biggest business mistake and what did it teach you?*

**John:** Not being me. And letting myself be handcuffed based on what other people thought of me or what I believe they would think of me. Some of it I'm guilty of filling in the blanks for them and saying, "Oh, they're going to think of me as being this way and that." So, I'd get caught up with that. So, my biggest mistake is not recognizing that I am a certain way, and that's okay. And I'm not talking about the things that I do wrong, or "Hey, he's just a jerk. I'm a jerk, and that's just the way I am." I don't need that. I'm only talking about the good. Because I think the good in me is the only thing that's my natural way, and then the other stuff is learned behavior. So, I'm not talking about that. So, it's really something, by not being me, I lost some great relationships. I've lost some great people. I haven't been able to be as effective in my company and grow the way that I know I could and should. And so I've suffered in every area of my company. I've suffered in every area of my personal life. My entire world has suffered from me not being me.

**Geoff:** *Okay. And I think that's a really good point that you bring is about authenticity. It's being, a lot of people who I've spoken to in the past who have reached levels of higher happiness, of life fulfillment and those sort of things, that happened quicker when they're able to accept themselves for who they are and be who they are. And not as you said before, can I put this façade on?*

*I always remember when I was doing some, being mentored by Jack Canfield, he tell you this story. I can't remember where it's from, but he basically says when we're born, we're diamonds. We're precious, we just shine. And actually through life, what we generally do is we just put basically cow dung on ourselves. It's what people have said. It's what we start thinking about ourselves. All of that. And then there's a way to deal with that is what we do is we put pretty nail varnish on it as a way to hide that. And actually, what we really need to do is just get rid of the shit, and just be you. And be the diamond. But it takes people time and, or courage, as well to sometimes do that, doesn't it?*

**John:** For sure. I mean, when I woke up this morning, I was thinking am I going to hear the phrase cow dung?

**Geoff:** *You see? This is what I mean.*

**Geoff:** *Or even [inaudible 00:25:00] and that's a whole nother story that you guys who are listening to this ain't got a clue, but, and also, there's another app called Steve. But we'll talk about that at a later date. Okay.*



## John Fairclough on Putting Your People First

*Question number five is what are your challenges in harmonizing work and life, and how do you manage them?*

**John:** I think this is one of the most interesting questions, because the balancing the work/life really is something, I mean I only have one life, right? I'm just John. And that's all I am. And it's hard to say I'm one way at home and one way at work. And I know that's not what the question is. But I think that it just, it needs to be reminded to people that you're a person. And being that person is what's critical. The problem I've had with balancing work/life, has been what other people have viewed work/life balance to be, to mean. So, whether it's my children, my other loved ones, my spouse, it's my in-laws, my mom, like as I go around, what those people believe it should be. When I speak to my grandmother and call her just to see how she's doing and it's 12:30 during the week, and I get a call from work and I have to hang up, and she yells at me, "Oh, you always have to go." I'm working. Like what your expectation is that I'm retired, sitting at home and just calling you to see how things are going.

So, I think that the stress that I've faced around work/life balance has been around the people that I interact with and that. And so, what I've done to kind of address that a bit is to try to set some better expectations of people, like "Hey, if I call you during the day. I'm working, but I'm thinking of you. I just wanted to catch up with you. So, please don't take offense if I have to go on short notice or whatever." And do some of that. But, and that gets a bit [inaudible 00:27:12] where you don't really set aside time for them. So, it's just kind of going back and through on that.

And the other piece is I know that I've got a lot more skill and I could be a lot more successful at work if my family wasn't a priority for me. But for me, where I'm at with what I have, what I'm looking to accomplish, my ambition, all that, I'm very comfortable sacrificing a bunch of business success at this time to make sure that my family, which is my number one priority is really where I feel good about it. So, it doesn't mean that they're in great shape, just my opinion of it. But that's kind of where it is for me.

**Geoff:** *Well no, because I think you bring up a good thing is, most of the people I interview for this show own their own businesses and do what they love to do. So, it is very hard for them to separate work and life, because it's one thing. I love what I need to do. I'm recording podcasts tonight until 12:30 at night. It's 6:30 now. But that, and sometimes it's hard. And it's, as you say, it's not necessarily the pressures that you put on, you can sometimes just be in the zone. You're just doing what you do because that's what you enjoy doing. As you say, it's managing other people and managing their expectations.*

*The reason why I ask that question is because I think it's a very interesting, it's like I've got a love/hate relationship with work/life balance, because, and it's certainly the terminology. Because there is no 50/50% balance in it. It's where you can focus your time and what actions and tasks you need to do to get that. If relationships are struggling at home, then you'll probably put a little bit more attention into that. If things are going wrong at work, that's where you've got to put your attention in, because that puts food on the table.*

*So it's, and it's a really, it's why I ask this question, because it's very interesting how different people do. You see, I ask the question from a point of view is, I've been through burnout. I've been through chronic stress conditions. So, and I don't want anyone to go through that sort of thing if I can help it in any way, shape, or form. But I think is, is when you're dealing with successful people like yourselves, as if there's two personalities there, I'm not talking to you Steve, as yourself, and what it is, it's interesting how you deal with that. Because some people can use that as an excuse not to do the work. But other people can look at it and go, "Okay, I just know that I've got to manage expectations better, both for myself or from the external place."*





## John Fairclough on Putting Your People First

**John:** I love what you said here, and it forced me to kind of reconsider my answer a little bit. And there's a little bit of fullness I can add that when, there were times where I had worked incredible amounts of hours and do that. And I didn't feel like I was taking away from my family because the sacrifice I was making at work was for my family. Right? So I, it wasn't like I'm either going to do this thing that I love or be with that thing I love. There's one that's supreme to the other. But the, when you mention burnout and things, I think that there's, that I know I have experienced that exhaustion. I've experienced things. And the core, I think, of it, for me has been of fear. Fear of maybe not having enough customers or not being as diversified as we need to be, or we're going to let this client down if I don't do this. And kind of all of these different things that were not necessarily based on me working. Like basically, the work/life discussion out there is really for people to make sure that they're looking at their whole life and making sure that that whole life is successful. And typically the people that run companies, they spend too much time at work, and then those people look at the people who work for them as spending too little bit of effort at work.

**Geoff:** Yeah.

**John:** And it's too much life balance, right?

**Geoff:** Yeah. What do you do? Where are you going at 4:30 when you're supposed to work until 3:00? That sort of thing, yeah.

**John:** Exactly.

**Geoff:** Okay.

**John:** So, the fear piece side, I think that if someone find themselves out of balance, and we know it's not 50/50 balance, but out of where they want to be, out of their allocation, let's call it that instead of out of balance. If they're out of their allocation, it's probably rooted in fear. And if it's fear, fear needs education. It doesn't need to be fed. It needs education. And so, I would just encourage people to check into that [inaudible 00:32:18], so.

**Geoff:** Yeah, that's cool. That's cool. Okay, question number six. What advice would you give and entrepreneur that you wish you had known starting out?

**John:** To really, oh wow. What advice would I give an entrepreneur? I wish I knew about being me as we shared earlier. I wish that someone would have said to me, to really make sure that whoever's managing people, really cares about those people that they're managing. I think the biggest thing I would say is to really know what you're trying to accomplish. To really be, like there's a lot of different ways that we can do things. But what's your definition of success? Like what do we call successful in this? If I'm going to do a project as an example, like a challenge that I have is project manager mentality leading the way that the business is managed. But a project manager has blinders on, and they're only looking at that one single project.

And I remember there was a time where I had a bunch of people on our team in a room and I said, "Hey, who thinks that we should have the best person at doing these projects do these projects?" Everybody raised their hand. And then I said, "Who thinks that the company should only have one person capable of doing all these projects that we have?" And no one's hand went up. And so, there's not exactly a full thought or a full thoughtfulness to what success really looks like. And a project manager is going to say, "Hey, this person's the best to do it." But maybe an account manager is going to say, "Well, I don't want to be so dependent on that person that they can't handle the additional work that I'm going to sell. And someone that's in charge of HR might say, "I don't want it to be where that person's never able to take a vacation because that customer always has needs, and that's the only person that can do it."



## John Fairclough on Putting Your People First

**John:** And as you add those different points of view in, you start to have a different definition of success. So, that well-rounded one, I think, is critical. And so, if someone's starting out, make sure you got a really good definition of success. When you look at a project, look at that as an opportunity not only to satisfy the client and build a great relationship with them, but to train your people on how to do it better and to give them the experience. And then to celebrate that win with the person that's doing it for the first time, and documenting it so that the next person that's coming through has some sort of starting point. And make that experience live and breathe in your company.

**Geoff:** *That's bril. Okay, question number seven is, strangely enough, what is your definition of success?*

**John:** So, well, I just gave you a bunch of it. But I think to, for me in my life, I just want to be proud of what I've done. Like, hey I'm not the most gifted guy in the world, but what I do with my gifts, I hope that it's, if I make people happy and I'm happy and I have peace and my kids are okay, and my business does well, there's a lot of peace in that kind of stability. There's a lot of peace in the stability of things going well for me become a person with a lot of responsibility. So, success for me as a person is like stability and the things that I'm responsible for, with a smile. [inaudible 00:36:12]

**Geoff:** *Yeah, absolutely. Okay, brilliant. Question number eight, do you have any daily routines or rituals that helps make a huge impact to your day?*

**John:** So, I like to read and reflect, kind of like I'm doing this personal kind of spiritual retreat where I just read a little bit, and then I ask myself some questions about it. And I think about the things I want to change in my life. And then I go out and do it. Like what are the two things I need to do right now, just steps that I can do? So, it's really kind of a neat thing. So, I mean that piece of it is really important. Just that couple minute reflection and prayer and a little bit of reading is really, really powerful for me.

**Geoff:** *Brilliant. Excellent. Okay, so the final question is the life lesson question. This is where you pick a number between one and 50, and whatever number that lands on, it is our final conversational point based on my experiences of business and illness and all sort of wonderful things. So, pick a number between one and 50 please.*

**John:** Ordinarily I'd pick the number one, because I like to come in first. But this time, I'm going to give you a little bit of a challenge, because I believe you're probably a strong closer. So, I bet number 50's good. But I wonder what number 48 is for you.

**Geoff:** *Okay, 48 is listen to your gut. So, I always generally, it kind of falls into a little bit of that authenticity bit we were talking about before. I generally never listen to my gut because I have many people who are influential around me or how I took what they were saying is, as I, nothing that I did was very good. And what I needed to do was just listen to other people. But most of the time when my gut says, "Don't do it," it was right. And I just find it's quite an incredible instinctual thing that we sometimes need to just take a pause. And you also alluded to before in some way about that question, that reflecting, and just really stopping for a second and and really listening to what you are saying. And whether you're using FaceTime and having conversations with yourself and that sort of stuff. And I just wondered what you thought about that.*

**John:** Well, I just wanted to demonstrate my, before the call everyone, we had a little discussion where I was the master and he was my young [inaudible 00:38:55] learner. And I just wanted to demonstrate my ability to read his mind and pull out from him the very topics that I was discussing. And I promise you, he did not let me know what 48 was in advance, but [inaudible 00:39:09].

**Geoff:** *I didn't even tell Steve. But it is one of those things, isn't it? It's kind of like being the thing that we've been talking about. It's, we have these instincts for a reason.*



## John Fairclough on Putting Your People First

- John:** Exactly. And that's what makes it fun. Like, I mean this conversation has been so, it's been a lot of fun. Hopefully, it's been good for people to hear. Because being real matters. I mean, it's life-changing. It's freedom. It's, and great stuff. People want to be a part of that. But this whole trying to be something that you're not, like, "Hey, let me go act like I'm somebody different, and maybe I'll get that girl to like me. And then she can fall in love with that guy that I'm not." That sounds like a great plan for the future.
- Geoff:** *Yeah. Well, it's like, it's we kind of like, you never thought that you'd hear about cow dung in a conversation today. But it's giving that up. It's giving all that what people have been saying, and actually life is about you finding your meaning, not someone else's.*
- John:** Right. And giving credit where it's due. I mean, you are the man when it comes to that stuff.
- Geoff:** *So, brilliant. Fantastic. Thank you very much for saying that. So, the final bit is how can people find out more about you? The floor is now yours. So, kick Steve aside and just tell us how people can find out more about you and what you do.*
- John:** Sure. We'll I'd love to connect with anybody that would like to jumpstart a conversation. I've done a lot of mentorship and things like that. So, if someone's got some business ideas that they'd like to bounce around, or just things that they're facing, I like to set aside a little time for that. I feel like it's giving back, something positive giving back to help other people. So, I love that. You want to reach me, the best way is email me at john, @johnfairclough.com. And yeah, it's J-O-H-N F as in Frank, A-I-R-C-L-O-U-G-H.com, and I respond promptly.
- Geoff:** *And what we'll do is we'll put all the information about your company and your social media stuff on the show notes as well. John, it has been a absolute blast. Unfortunately, they did not hear the conversation we had before this show when we hit the record button. But Steve, lovely meeting you. John, absolutely brilliant having you on the show. And I just want to take this opportunity just to say wishing you the greatest success.*
- John:** Thank you, and likewise. Thank you so much.
- Geoff:** *So firstly, just let me say a massive thank you to all of you who've taken the time to listen to this show. And for those of you who are sending me emails, give me feedback about the show, what you like, what you'd like to see, I'm extremely grateful to you all. I would be really grateful as well if you have time and the inclination to jump over to iTunes and leave a rating and review for the show, as it really does help me stay on my mission which is to help people create and live an exceptional life. So, just finally wishing you an amazing week. Take care. And don't forget to keep pursuing the exceptional.*

