

Adam Stock: [00:00](#) I know that I'm going to bring this kind of hard core and some of the people listening to this are not gonna like what I'm going to say, but the reality is that when you call me up and you say, Hey, I need to reschedule in that moment you've made a decision that something else is more important than you have to attend to than what you committed to me. We do need to acknowledge that when we tell people, Hey, I can't make that, I need to reschedule what we're communicating to them implicitly as we decided that something was more important than what we had on the calendar and knowing that and knowing how it feels on the other side, that I'm really cautious to be mindful of the time that I have and to manage that time appropriately as best as I can.

Jon Vroman: [00:47](#) Alright men. Welcome to the front row dads podcast. I'm your host John Vroman and this is the show for family men with businesses, not businessmen who happen to have families. My guest today, Mr Adam Stock, one of my all time favorite people on the planet, a long time friend and uh, and a guy who's been married for at most impressively and you know how we do bio's on this show, married 19 years, has five children ages 12 to nine months that are spread out almost perfectly by three years hailing from Chicago and he's in the financial services business. And when I think what is really cool about Adam is that how you, I'm going to speak to you about this Adam, how you do your work. It really is a reinvention of how people approach financial planning. And one of the things that's really cool having been your friend for so long is that, uh, I do know that your team of 12 has grown a year after year by more than 20% for 11 out of the 15 years that you've been a thriving organization, which is something that I remember years ago, five, six years ago being in awe because I think you are growing even like around 2008, 2009 you were still having growth years and that was, that was really exciting.

Jon Vroman: [02:04](#) So anyway, buddy, welcome to the show. I'm glad you're here. Thank you very much. Pleasure to be here as always. So let me tee this up for everybody out there listening also that this conversation I'm really excited about. Partially I'm excited because at our retreat in Santa Cruz, I remember you leading a session. It was in the middle of the redwoods and we were at those picnic tables. And I remember you standing there and there were 40 guys all around who are all high performing ass kicking dudes and they're in their own lives and they're in, you know, in really just amazing people. And they were hanging on your every word about how you laid out, how your calendar do. You had handouts, you were prepared. It was awesome. And it was really like people commented that it was a highlight session

of the event for them because [inaudible] the one thing we know when people enter our community, especially on our open Facebook group, we ask, Hey, why are you here? What's one thing you want to improve upon as a family man? And unquestionably, the number one answer is a work life balance, or how do I get it all done? How do I spend enough time in my business to thrive and how do I spend enough time with my family? You've done a really great job at that. So that's what we're going to get into today. So, Hey, thanks for spending some time with us.

- Jon Vroman: [03:24](#) Yeah, my pleasure mate into your calendar. That's great. So, um, let me, let me tee this up with a, with a big question right from the get go, which is do, what are your beliefs around time? Like what's your, you know, when you, when you think of how you approach time, and I'm not talking about the practicalities, we'll get there in just a minute, but literally your belief about time or the many beliefs that I'm sure you have.
- Adam Stock: [03:49](#) It's a great question. I think that there are some guiding principles and it's a struggle to juggle. That's what I refer to this as as a struggle to juggle. I think the first thing to recognize is that you're never going to get it right for everybody in your life.
- Adam Stock: [04:08](#) So there's a certain humility that comes with trying to juggle this, right? I mean, my role right now, I'm, I'm a husband to one, I'm a dad to five, I'm a son to four, my brother. So four, right? So like we play a lot of different roles and think that many of us high performing business people, let's call us, we have this sense of, so the expectations are so high, mostly because we put that on ourselves. And so I just show up knowing that Hey, every day I want to do my best and I'm certain, but I'm not going to do as well as all those different contingencies want or need me to do.
- Jon Vroman: [04:55](#) Yeah.
- Adam Stock: [04:56](#) Yeah. That's the first thing is just recognizing that. Yeah. And that doesn't mean that you shouldn't keep trying. It just means that you need to doing it for you and how you show up, recognizing those different constituencies and those different people who matter to you and you matter to them. Yeah. And, and work to find that right balance. I think the balance, that word balance as always stumped me, always giving me some challenges because I think people, when they think of balance, I think of 50 50 like we never think of balance as 90 10 being the right balance, but oftentimes that is the appropriate allocation of time at certain times in our life.

Jon Vroman: [05:43](#)

Yeah,

Adam Stock: [05:44](#)

that's the first philosophy is that or not ever going to please everybody at the same time. And the minute that we do that, the next minute we'll be out of the hat. Yeah. The second thing is to realize that there are a three limited resources in our life. Time, money and personal energy. And when we're young we normally have more time than we have money and then as we grow older and we save money and invest in grow our net worth, we [inaudible] more money and we value our time more. Yeah. So if you're listening to this and you're a younger dad starting a business, yes you need to balance, but you often need to work your ass off so that you can get to the point where you don't have to do those things. Right. When I started at Merrill Lynch, it was before I had kids and that was in 1999 I've been in business now 20 years.

Adam Stock: [06:42](#)

The 14 years that you mentioned are just most 14 recent years that I've been, Oh, at the next level planning group affiliate with Lincoln financial. But before that with Merrill Lynch, so 20 years now and the first 10 years I told Melinda, I said, I want to work really, really hard six days a week, sometimes seven so that when we'd have kids, I'm not going to have to work as hard. I still work hard by the way, but I don't do much of weekend work. And so that's something that shifted that I was very intentional about when I was plotting out and strategizing how was I going to allocate my time and then how is that going to shift over time? Yeah. And I'm still working on that and still creating it. And now I think about it in terms of five year increments. So when I'm 50 years old, how do I want to be spending my time differently?

Adam Stock: [07:31](#)

How might that look when I'm 55 how might that look differently when I'm 60 and then that just gives me some benchmarks to shoot for. So the second philosophy, if you will, is the philosophy that we just have these limited resources we can't get back to the time, right? We can create more wealth, but we can't create more time going forward other than just having more energy and then having more time, but we all have not more than 24 hours in a day. Then the third philosophy is the belief that your calendar [inaudible] an expression of your priorities, your calendar as an expression of your priorities. So when I look at my calendar, which is very colorful because I like to color code, as you know, I liked the color code, different aspects of my life, my work life, my personal life. I'm able to view in the snapshot the week and I'm going to look at that, say to myself and then speak with Melinda, Hey, does this align with our values currently?

Adam Stock: [08:36](#) This is when I'm working, this is what I'm doing for the kids. The teal colors, the kids, the green stuff is just personal. The yellow is you and me. Like how does this look visually? Are we allocating time in the right places? And so when somebody says to me like, Oh, I would really like to work out but I don't have the time. It's really, you do have the time, you're just choosing to prioritize different things. And I've gotten really crusty. I feel like as I've gotten older around this, like when somebody on my team says, Hey, I just ran out of time, or I didn't have enough time to do this, what I said, what I say is, let's rephrase that. Let's say I chose to prioritize other things because when we used the phrase, I didn't have enough time or blaming it on some exoticness factor.

Jon Vroman: [09:22](#) Yeah.

Adam Stock: [09:23](#) And that's such a common expression, or I didn't have enough time that normally what we do as leaders is we just say, Oh yeah, I understand. We ruinously empathize with that remark instead of being more clear and more honest, which is just, I chose to prioritize other things. Okay, great. Now we can have the conversation about, well, what did you choose to prioritize and were those, was that prioritization, the proper prioritization when you knew that you weren't going to be able to accomplish this? Did you reach out ahead of time and communicate that [inaudible] the establish new expectations. So I know that's a lot, but I've just put it out there. But I really, these are very deeply ingrained beliefs that continuous to strengthen as I grow or um, I guess have, have add more to our litter.

Jon Vroman: [10:13](#) Well I love it man. And you know, especially I want to dig into this, the calendars and expression of your priorities because I'd like to get into the practicality of planning and I want to ask you about how you plan your year and then how do you reverse engineer that? Like what does, even if I were to open up real wide, I'll cast the net and say, all right, how do you plan your calendar and almost let you take it? Cause we could do longterm, we can do, you know, I get that there could be an hour long answer to that question, but uh, but you know, yeah. I mean let's just bite off a little, a piece of this to say, all right. When you sit down to say, all right, I'm going to look at my calendar, walk us through what that looks like. Is it on the wall? Is it on the desk? Is it on the computer? Do you start with vacations? Do you start with work stuff? Do you start with working out? How do you attack this?

Adam Stock: [11:09](#) Yeah, that's a great question. We could take at least an hour. That would be the equivalent of the workshop that you

referenced earlier where I did take that amount of time. Right. And still had a lot of followup questions and one on one conversations. Okay. And um, yeah, I mean the reality is with the busy-ness of my life and five young kids, you have to be thoughtful. Otherwise you're just going to come be completely whipsawed by the amount of activities. I mean, occasionally now it happens that something comes up on my calendar that it didn't affectively communicate with Melinda. It's very, very rare. But I mean, I know that one of us will be sleeping on the couch then invariably it's just bad, bad news one when there are surprises generally no surprises. So where,

Jon Vroman: [11:59](#) yeah, real quick on that note, how do you communicate with her?

Adam Stock: [12:03](#) Yeah, yeah. So that that's digging in a wall to the micro, which we can totally go there. So I have my own calendar, I have my calendar in outlook. So I mentioned earlier all the different color coding. I personally find that very useful to put my personal activities in there as well as my work activity. So it's one integrated life. I don't have one business calendar and one personal calendar. This is the real estate. This is my time. And then Melinda has another one which if you're watching on the video you can see this. So I created these sheets from Melinda. Um, basically it's a, a legal piece of paper that has different Rose on it. Each of them [inaudible] each of our kids and their activities. So you have to find out what type of calendaring system works for you. And ideally we would have one like Google calendar or one calendar that I post to and she posts too, but she's a lot more paper and pen.

Adam Stock: [13:02](#) Yup. So I create the calendars for her and then she is able to with paper and pen map on her day to day and write herself notes on that. And then on a regular basis, typically once a week to mm. Yeah, once a week to once every 10 days she and I get together and do some calendar management [inaudible] okay, what's coming up? What evenings am I working in, what activities do I have and what do the kids have and like what do we need to get a babysitter for? Because we're at the point right now where we have three of our kids are six and older, so each of them are in certain activities, whether it's soccer, ballet or a music lesson, and we don't over calendar our kids with a lot of kids. We'll have two soccer games at the same time, so how to coordinate that. Our babysitter budget, it's pretty significant.

Jon Vroman: [14:01](#) All right. I'm going to let you get to the question that I asked, but I'm going to it, but you keep giving me something to chew on here. When you say these things, can you open calendar? Do

you feel that? Can you be, can you be overly, have you found yourself being overly rigid, overly planned, where it breaks the system where you maybe I've realized that for myself and the example I'm thinking about is how I put things in there. It's too rigid and I don't create any space for like life happens, right? Something comes up, you almost need a shit happens, you know, 30 minutes here and there and your calendar cause it's going to happen. Right?

- Adam Stock: [14:36](#) Yeah. Yeah. I think that you can over calendar and you just mentioned the sensitivity that you have to that I think different kids want different things. So I think it's more about being in tuned to what your kids want. Yeah. And needs and trying to match that up. Like I want to support my kids and what they want to do. So if my daughter wants to dance, she really wants to, like if she says it to me one time, I'll say okay, if she comes back to me another time, Hey remember I asked you about, okay now I know that it really matters.
- Jon Vroman: [15:08](#) [inaudible]
- Adam Stock: [15:08](#) yeah. So I usually don't give a whole lot of credence to the first time that they asked, but the second time that they come back unsolicited, now I know that they're thinking about, it's not just, it's not just this loose idea like they really want it. So we try to figure out a way to do that. Okay.
- Jon Vroman: [15:27](#) And so back to this big picture question of how do you approach your calendar, what does that look like? So you have,
- Adam Stock: [15:34](#) right. So I use outlook primarily and at the end of the year I take one full day. Sometimes it takes even more, but I take one full day. That's just looking at the next year and mapping out the next year. And when I say one full day, I'm talking about eight hours.
- Jon Vroman: [15:52](#) Yup.
- Adam Stock: [15:52](#) Oh, just calendar work. That's it. Nothing else. So it's a very intensive and uh, and intense process. But I feel so good when I finished that process because I understand the rhythm of the year.
- Jon Vroman: [16:11](#) Hmm.
- Adam Stock: [16:13](#) Like each year has a certain rhythm to it. So what day is July 4th gonna fall on, for example?

Jon Vroman: [16:20](#) Yeah. Yeah. Okay.

Adam Stock: [16:22](#) July 4th is gonna fall on a Friday. Okay. Well that means that I'm probably gonna have some people that are wanting to go into hiccups Thursday. What if it falls on a Wednesday? The rhythm of that, very different. What's Jewish holidays this year at Jewish holiday is gonna fall on a Sunday night and a Monday. Yeah. That's very different than if it falls on a Tuesday night. No Wednesday. So every year, the first place that I start is with that holidays and I have a whole checklist of all the things that I'm putting in my calendar.

Jon Vroman: [16:53](#) Mmm.

Adam Stock: [16:54](#) So the checklist is secular holidays, Jewish holidays, business trips, planned front row dads retreat. The things that I know that I'm going to say yes to. Then it can also be our personal events. Like my daughter's bat mitzvah is next may. And so like that, a few days before that and that weekend, those are blocked off. And then different conferences that I'll go to, I'm a part of a study group. So I go to that study group. I have a couple of businesses, so we do summit. So I'm going to block those time's off. [inaudible] and for some of them, what I like to do is I like to use the recurring activity. I think that that's a feature that's under utilized.

Jon Vroman: [17:43](#) Hmm.

Adam Stock: [17:44](#) So every year when I show up, that labor day will be blocked off in the calendar. Right. President's day will be blocked off from the calendar so that I just need to come and add the things that are not the same year by year. And then what comes after that is getting the kids school schedules and Melinda works full time. So getting her school schedule mapped into my calendar so that I know, Oh, this is when my kids have their spring break. Oh, this is when they have their winter break. Oh, this is their last day of school. This is Melinda's last day of school. Like it's a lot. There's a lot to do here. It really [inaudible] a lot of time, but it's a lot better than the alternative, which is like being surprised. Oh, I've already struggled a whole bunch of meetings for the week that my kids are on spring break or I, I struggled to be out a ton on a conference during their spring break. Now I have to undo that. Or like those that's, those are awful. Those are awful things to have to do. Especially when you've already paid well. You've already verbally committed to being in them. That's okay. Faded us. Sorry. I'm like, my kids have spring breaks. Then

Jon Vroman: [18:53](#) as we record this, it's September, 2019 what do you feel that you did well this year? You go back to 2018 with your planning day, where do you feel that you've knocked it out of the park and where do you feel that you learned something valuable this year that you're like, Hey, I'm not gonna make that mistake again in 2020

Adam Stock: [19:13](#) okay. Yeah, so it's a lot easier for me to answer the second question first. So I had this idea in my mind, because there's a, there's a financial planner in our industry who I look up to name Ron Carson and he, it's extraordinarily successful. One of the most prolific investment advisors in in our industry's history and he tells us about how he took off the summers when he was a divisor cause he had kids and he just didn't want to work over the summer and I was thinking aspirationally about that. Like wow, that'd be so cool. One day. That'll be really neat. I want to just try this year to take off one month. And so I tried to take off a month this summer and it was, it was not a great experience. So where I was at, that was great. I think it was July 4th weekend. I was away that week. Then I was away a few days the next week. Then I came back. It was well intended, but what I didn't realize is when I start working with new clients, I have a certain rhythm that I could get in with them. My [inaudible] process, which is a special process that we invented, it really necessitates them. Me meeting with them every two to three weeks for the first three to four months.

Jon Vroman: [20:36](#) Yeah. What's up guys? Hey, want to take a quick second to tell you about our next open enrollment for you to join the brotherhood. This happens twice a year and our next open enrollment is November 1st through the 15th I you might be asking what is the brotherhood that's currently a group of about 120 high-performing hard charging entrepreneurial men who have decided that they not only want to keep growing their business but that it's more important to grow their life at home as a husband and as a father. Our group of men gets together and they have valuable discussions around five key areas of family life, thriving relationships, which is really your marriage, intentional parenting, which is considered that education integrated living, which many would call a work life balance, emotional mastery, your self awareness and the awareness of your family, a consciousness and then of course vibrant health for all.

Jon Vroman: [21:23](#) A couple of times every month our members hop on a video chat. We have active conversations on the most important subjects relating to family life. Guy shared their best ideas, they asked their most pressing questions. We cover all the ideas that

help guys that are new families and guys that have teenagers that may be finishing high school. The conversations are real and raw. We challenge each other to grow. We have challenges throughout the year for our community. In fact, as I record this, we're just in the middle of one where we're doing something amazing for our wives every day for the month of September and we've created a space to have conversations that aren't happening anywhere else in our lives. You know, many of us have business masterminds that were a part of, but only a few have family masterminds that they're a part of. We even have a membership area where we host all the replays from our calls, which is accessible from an app so you can listen on the go while you're working out on a walk in the car, whatever you're doing.

Jon Vroman:

[22:15](#)

We have small groups within the brotherhood called bands, usually ish guys per band, and we also have two retreats per year that are around 40 or 50 guys. You can see a few of the videos on our retreats and what a band is about. You can read about all that @frontrowdads.com the brotherhood is designed for men who wants to be family, men with businesses, not businessmen who happen to have families. It's designed for men with wisdom who are also wise enough to know that there is more to learn and you know one of the things we say in our brotherhood is it's not always about new, it's about true. It's about reminding yourself and others about the core principles that make it all work. This is for men who value the benefits of working on their business versus in their business and they understand that the same rules apply to our family.

Jon Vroman:

[23:03](#)

Like I said, the next open enrollment is November 1st through the 15th we'll be posting about this in our open Facebook group, which you can get to by going to front row dads.com/facebook connect you right to the group and also we'll send out notifications through our weekly insights email. If you're not getting that, you can sign up for that front row. dads.com guys, I just want to say this group isn't for everyone. We know that this is for high-performing, hard-charging, entrepreneurial men who want to invest in their families like they would anything that's important in their lives. This is a unique community. There's nothing like it anywhere in the world. And uh, if it feels like it's the right brotherhood for you, then join us in November and I'll look forward to talking with you on a future call or meeting you at a future retreat.

Adam Stock:

[23:45](#)

Where I messed up is aye. How to, yeah, this is the way I messed up. I had a lot of great new clients to listen to me, but I was doing a lot of plans, like my maximum capacity and so I just

wasn't able to effectively do that. So as it turned out, I didn't schedule the whole month off. [inaudible] how do we do that differently next summer if instead of taking a block like that, I'll probably look at taking one week off every month.

Jon Vroman: [24:15](#)

Yeah,

Adam Stock: [24:16](#)

cause that might be more effective for my calendar both on the personal side and the business side. So where I think that I did well when Melinda goes back to school, there's usually this week of labor day where he just needs a lot of extra help because she's acclimating to her school and she has conferences and all sorts of stuff. And so I blocked as a recurring activity in my calendar. I'm home this evening. This is Melinda's difficult week. I know there were some mornings that week when I blocked that off as a recurring activity. Hey I'm home this week cause this is Melendez. Difficult weeks [inaudible] so I did a good job there.

Jon Vroman: [24:59](#)

Hmm. That's awesome man. Let's talk a, let's keep, let's stick with the calendar and the planning and how you do this. I want to drill down to the priority piece. So when you say that your calendar is an expression of your priorities, how do you determine what truly is a priority and what's going to take over? Because I'm sure that at some point you've got a lot of things that feel important, feel like priorities. I've had that situation where I look at my stuff and I'm like, Oh, this is a priority. That's definitely a priority. That's a priority. And I'm like, these are all priorities, which is the priority amongst the priorities. Right. And yeah, and I realize you just have to make a decision. Right? So what is your process to determine what is a truly a priority for you? Is that a checklist?

Adam Stock: [25:45](#)

Yeah, it's not a checklist, but it just starts with knowing what's most important. So what's most important is my mental and physical health, because when I'm not in a good spot with that, not a whole lot of things in a really great space. Yeah. So for me, I, I need to work out at least three times a week. And normally four, normally four is pretty average for me. Four times a week I keep a log. As you know, we've talked about this before and I, aye, Nope. Different things. So I'm able to see like what's going on in [inaudible], why is my energy the way that it is? And now am I in a good place? And so I do a lot of introspection to try that, think about that. So that's a priority. Like if I'm not, if I'm not exercising then not whole lot of things aren't going well in my other parts of my life.

Jon Vroman: [26:42](#) And let's celebrate this for a quick second because at our last retreat, dude, you, you were celebrating a pretty, yeah. I mean you had made a quantum leap when it comes to your house. Can we just check in on that real quick? Like, I didn't even ask you how, how is that going? But like literally from a couple of years ago to where you were when I last saw you, you had really, yeah. You in a good place.

Adam Stock: [27:06](#) Yeah. I mean, you can see me on the podcast. I'm still, you know, a thinner version. So it's going well enough that I haven't forgotten that. And uh, I lost 25 pounds and I was inspired. Yeah. Okay. A van. So at every front row dab design, there's one big thing that I come away with. Lots of little fingers, but usually there's one big thing that I came away with.

Jon Vroman: [27:34](#) Yeah.

Adam Stock: [27:34](#) And that that retreat that was in the Florida keys was Kelly Flanagan. I showed up and I just was very lethargic and I just, I said his name right,

Jon Vroman: [27:44](#) right. Yeah. Oh, you're sure. Yeah.

Adam Stock: [27:46](#) Yeah. Okay. And so he talked about three things that drive us that we yearn for as conductivity and meaning he used the word worthy worthiness and that that frame and thinking about worthiness and then looking in the mirror and doing some deep introspection and realizing that I up to that [inaudible] hadn't really given myself permission, haven't felt worthy enough to have a fit body. And I had thought, Oh well that's having a fit body that's for other people in my life like you. Or like how Al rod or like Jon Berghoff or Justin Donald or a lot of the people that we know who really good David Shapiro. I mean I can keep rattling off names who are in really tops physical condition and I made a decision then that's I am worthy and a lot shifted since then and I have another notch to go. Like there's still another level for me. Yeah. But this has been a really good just driving new identity. So thanks for bringing that up again.

Jon Vroman: [28:54](#) I love that man. I think that's really great. I just wanted to celebrate that with you cause that was, I mean that's an incredible accomplishment and uh, and especially how you did it I think is, it feels really good how you got there, what you had to come to grips with and the new breakthrough mentally that led to a physical change. I also wanted to ask very quickly about, uh, th so you are tracking sex. Do you schedule it or is it always spontaneous?

Adam Stock: [29:20](#) Yeah, I missed that podcast. I missed that front row dad's webinar on scheduling sex. We don't currently schedule it, so we don't, but, but I think to myself, and I see the report, right? I see my notebook. And so if we've gone several days, I'll usually stay to Melinda. Hey, you know what? We should [inaudible] at home. That's my, that's, that's our like that's what I say to her.

Jon Vroman: [29:48](#) Yeah. Well if it works, I mean, listen, it's like, you know, if it works, it works.

Adam Stock: [29:54](#) Normally if we haven't and having sex regularly, then she's going to say to me, well something about why we haven't, right. My yearly response when she says, Oh well, you know, I'm not feeling close to you or I need space, whatever she says, I normally say that's exactly why we should have.

Jon Vroman: [30:14](#) Yeah,

Adam Stock: [30:15](#) it reminds me, it reminds me of, um, one of my business partners, Josh Markowitz, before he worked with me, or actually as he started working with me, he also, so that's sea salt as a hand scrub at a kiosk in a mall. And his opener was, do you keep your nails natural? And then whatever they said, if they said yes or no, cause response was like, excellent, excellent. That's why you should come and buy my product. So whether we're in a great place or whether in a crappy place, it's my responses and that's why we should.

Jon Vroman: [30:51](#) Yeah. Well and there's a lot of truth to that, which is great. Let's go back to other things that you're scheduling in your calendar, Adam. Like how do you, how do you handle changes to your calendar right now? So you plan it out and then let's say you're getting into your, your weeks, your months or years. How do you adjust? Do you schedule time to recalibrate? How do you adjust on the fly?

Adam Stock: [31:15](#) Yeah, so what I'll share is that my scheduling is really full. I schedule a really full calendar so I don't have big blocks of time for whatever comes up. In fact, I was joking this morning because I had something canceled tomorrow morning that leaves a big block. Historically bad things have happened to me when I've had big blocks of time. Somebody in my family breaks a leg or it goes to the hospital or something and I just think, Oh well you know, this wouldn't have happened if I didn't have this big block of time that I could go to the hospital and go to the doctors almost superstitious. So as soon as that time opened up by just everybody on my team worked hard to schedule something for me so that nothing battle

Jon Vroman: [31:57](#) tomorrow.

Adam Stock: [32:01](#) But okay. The downside of having such a full calendar is that I don't have a lot of flexibility and that doesn't go over well all the time with people. So I, I do some coaching in my rising stock business and [inaudible] a cultural outlook. Exactly. Hey there, they're busy too. And they'll send me a text or an email the day before or the day of, Hey, not going to be able to make our call. Can we reschedule? I'm sorry I can't reschedule. I want to reschedule, but I just don't have the openings. But I can allocate to now if it's two weeks in advance, I probably have time that I can figure it out. Okay. But I don't have that much flexibility in my calendar. So I would say that that is a downside. Does that I don't, I don't how much flexibility and also the way that I approach time, I don't changed much about the calendar either. Once it's set. So when you and I have a commitment, Hey, I'm doing your podcast today at two 45 it takes a lot for me to call you or text you and say, Hey, I can't do that. I have to reschedule.

Jon Vroman: [33:16](#) Right.

Adam Stock: [33:17](#) Because I think it's an element of respect. Like you have a busy calendar. I have a busy calendar. So if I show up and I say, and I mean I know that I'm going to bring this kind of hardcore, some of the people listening to this are not gonna like what I'm going to say. But the reality is that when you call me up and you say, Hey, I need to reschedule in that moment, you've made a decision that something else is more important that you have to attend to then what you committed to me? No, I mean I'm not lying a masochist if you really had an emergency, I mean, somebody texted me the other day, Hey, there's hurricane Dorian and I need to make arrangements for [inaudible] representative. Like I get it. I get that. But we, we do need to acknowledge that when we tell people, Hey, I can't make that.

Adam Stock: [34:08](#) I need to reschedule [inaudible] what we're communicating to them implicitly because we decided that something was more important then what we had on the calendar. I know I'm going to rub people the wrong way sometimes. I assume that because it's deep truth, w when people choose something else over us, it can hurt our ECOS. But bringing in full truth is that that's what's happening is they're saying something else in my calendar I deemed more important then you. So I'm reaching out to you to reschedule the commitment that I made to you. And knowing that, and knowing how it feels on the other side of that, I'm really cautious to be mindful of the time that I have and to manage that time appropriately as best as I can.

- Jon Vroman: [34:55](#) Hey, speaking of saying yes to people and making them feel as if nothing matters more than they do. I want to wrap here because I know that we've got about five minutes before we gotta get off this, this line, uh, in honor of your very busy schedule. You've got another appointment. So we really got to keep this tight. I wanted to honor also the family board meeting for a moment because when we think about scheduling, I remember our event in Austin when Jim shields was there. And for anybody listening who doesn't know who this is or hasn't heard us talk about it, Jim shells wrote a book called the family board meeting and the concept is simple. It is to have one to one time with a child once a quarter for about four hours where there's no tech and you basically do whatever the child wants is essentially that the, the, the framework. And uh, you've done these before and you've included these in your calendar. I just wanted to, if you could speak to the power of time with your kids and whether you choose to attach it to the family board meeting or not, just speak to saying yes to our kids and how you get one to one time, especially when it comes to having five kids. How do you, how do you help everyone feel like they've been said yes to?
- Adam Stock: [36:13](#) Yeah. So, I mean, I could talk for a long time on the subject and I'm so grateful to you and grateful to Jim shields for bringing in the family board meetings into my life. It's totally transformed my relationship with my kids. Before I had the family board meetings, how I used to think was, I'm spending time in my business. I'm spending time with my family,
- Jon Vroman: [36:35](#) right?
- Adam Stock: [36:36](#) And if I'm not in my business and I'm with my family, that I'm being a good dad. And you know what? I came to realize my kids, they don't, they don't see the world that way at all. They don't care about quote unquote family time. They really don't. They care about one on one time with dad, one on one time with mom. And so I've done eight rounds with my top three as we referred to them, my top three kids, and we'll start maximum next year. I've done eight rounds and it's just extraordinary. It's just transformed my relationship, brought me a lot closer to them. Nope. On the other side of that is Melinda. So you have to have buy in and commitment from your spouse. [inaudible] make that a priority on their side too. I would like for her to be doing the board meetings eventually as well. So really important. And again, recurring activity. Hmm. So every quarter it's in my calendar as a recurring activity with each of the kids.
- Jon Vroman: [37:36](#) Okay.

- Adam Stock: [37:37](#) I can see it coming up. I don't need to think, Oh, when's my next one gonna be? When's my next one going to meet in planet one at a time. Cause that's a way to like recipe for error. Well do you want to try to do with your schedule, booby trap yourself for success?
- Adam Stock: [37:52](#) Did we trap yourself for success so that you're running into that and you don't have to use so much of your brain power thinking about what's the next thing going to be done is the next thing going to be. I just an examples of this come up all the time. The other day, Melinda asked me to go to the, to Walgreens to buy a, um, it's a card for somebody that we know whose daughter was having her bomb spot. So I went to Walgreens and I didn't buy one bat mitzvah cards. I bought 20 bar mitzvah, bar mitzvah and bat mitzvah cards. Why? Cause I know I don't wanna use them, but I don't want to have to go to the store 20 times. I was like, Oh I forgot that I needed to get that card.
- Jon Vroman: [38:35](#) [inaudible]
- Adam Stock: [38:35](#) and then I liked that idea so much that this weekend I bought a whole bunch of birthday cards cause we give birthday cards to our team members. I don't, Oh yeah, Ben's birthday is next week. I need to get a card. Like why do that to yourself every time?
- Jon Vroman: [38:50](#) Yup.
- Adam Stock: [38:51](#) Just just buy a stack and then you know that you're going to be ready. Just need to Braden in the card, the office fill out the card. So just little things like that you can think about. How can you be trap yourself for success so that you don't need to use your mental capacity on those little types of things. And then you can just, how's it an autopilot? Right? And some people think that that's way too over-scheduled like well, calendars still rigid and like I block off five o'clock to eight o'clock every day other than one day a week for family time, no electronics, right? Let's block off that time. And I don't watch TV and I really do have my, almost my entire calendar schedule with something, even if it's with my kids or activities or exercise. I mean it's full. It's a full calendar.
- Adam Stock: [39:45](#) So I like to show up in the morning knowing and each week knowing what I have ahead of me and I don't like to do a lot of guesswork. And so for me that's what works really, really well is to take the time ahead of time strategically plan. And for you business owners, I would ask you to think about this. How much time every year do you spend doing strategic planning and

calendar planning for your business? And think about if you just used a fraction of that same time and intention in your personal calendar, what a quantum leap you could make in your personal life.

- Jon Vroman: [40:25](#) Hmm. Adam, thanks so much for being here, man. Really appreciate this conversation. And uh, I want to follow up with you because I'd love for you to run a training for the guys on this subject where we could get, you know, 40 guys on a video chat talking about how we look at our family calendars. I think it can be a really valuable chat. I'd love to have you at the, that and the leadership role with that. So
- Adam Stock: [40:49](#) I'd love to, and I would learn a lot from all the other people around the table as well.
- Jon Vroman: [40:54](#) No question. We learned from each other, man. Hey Adam, thanks again for being here. Dude. Really appreciate you love to your entire family. I know you've got to get running here for everybody out there listening. Uh, if you want to catch the show notes for this or any links of anything that we might've mentioned, but this show and all the others, we find that@frontrowdads.com Adam have a great one buddy. Can't wait to chat with you again real soon.
- Speaker 3: [41:19](#) Hey guys, if you haven't already done so, go right now to front row dads.com/facebook and join the conversation that's happening right now on line. We designed this group for guys who are entrepreneurial, their thinking that are high performing guys with low egos. We're looking for the dads that believe in teaching their kids how to think, solve problems and be real leaders. We're looking for guys who believe in being family, men with businesses, not businessmen with families. We're looking for the fathers who have great knowledge but also believe that they have so much more to learn and we're looking for men who want to add value by sharing their wisdom and those that are willing to ask the questions that we all need and want answers to. That's front row dads.com/facebook or simply go to Facebook, type in front row dads and you'll get to our group and what we put in there, links to all the podcasts and videos and other resources that you can't get access to anywhere else except for in this group. We want to give you the best ideas to help you with your marriage, balancing work and family life communication strategies with your spouse and also your children, travel ideas and even suggestions on the latest gear that would save you time and help you be more effective. We've got updates on upcoming events and so much more. Go right now to front row dads.com/facebook and join the

conversation. I'll look forward to connecting with you there.
[inaudible].