

Arel Moodie: [00:00](#) I have seen and I believe that the relationship between the parents has to be so great that it almost overflows into the kids versus what I think most mom and dads do is they put all their energy into the kids and then they drain themselves and have no connection. So whether you're together or not together, the relationship between a mother is going to be paramount. Or if you're, you know, father and father or whatever it might be, the relationship between the two parents has to be amazing and the kids will model that.

Speaker 2: [00:32](#) What's up front row dads? John Broman here, if you're new to the show, this is the podcast dedicated to family men with businesses, not businessmen with families. My buddy here today, a REL moody is exactly that. Uh, he has been with his wife for 17 years, has two kids, two boys, a four and a six year old. A RelaDyne. I actually met way back, it's gotta be about 11 years ago, I'm guessing 2009 ish maybe. I remember I was at an event where I was trying to pitch myself as a speaker in the college market. It was an association. That's where I first met RL. And then since then, I've just watched his career take off on now doing quite a bit of speaking in the corporate market, helping organizations develop culture. I'd love to get into that today a little bit with URL to talk about culture in your family and something that, uh, I didn't know, but I found out today was that RL had a video where he knocked his son in the head with a basketball. You got to tell me more about this, but it went viral. They ended up, it was on the Ellen show and just about everywhere. Millions of views. RL.

Arel Moodie: [01:36](#) That's a big intro, man. Welcome to the show. Yeah. You know, I like to say as a professional speaker, I've spoken at the white house, I've spoken over half a million people, 48 States, all that fun stuff. But people always be like, I saw that video on Elliott. We hit your kid in there with basketball. That leads always no matter what. So that, that'll be the bond me and my son have.

Speaker 2: [01:54](#) All right, so this is, I haven't seen it. You got to paint a picture of what happened. Why was this?

Arel Moodie: [01:58](#) Well, so it's a really, it's a really ridiculous situation because usually I go to a basketball court and shoot hoops just to work on my jumper. It's not good, but I'd like to work on it. Right. And I had this idea of like, Oh, let me measure and get better. So I was like, um, I had my mom visiting and I said, Hey, can you record me shooting? I just want to see what my mechanics look like. Right. Because maybe if I can figure out why my mechanics are off, I can get better. And my son was like 15 months at the time. He was really young and he just wanted to be around me

and my mom's like, do not hit your kid in the head with the ball. And I was like, it's a little ball. Little kid. Huge court. What are the odds?

Arel Moodie:

[02:33](#)

They're in the same place at the same time, right? She starts rolling. Is that on film? You saying that? No, that's fine. Also, I wish it was because it would be, it would be, it would seem like I set it up if I said that. Totally. So I shoot three shots and on the third shot it creams off the rim and my kid just literally perfect. Well hits them on the head, take some down the prize. He's fine, he's totally fine. But the video I like, Oh, I'm going to post it. I think it's funny. And my wife is like, man, we'll post that. People don't think you're a bad dad. I was like, he's fine. People don't love my kids. But it went viral and then it showed up on Ellen, ESPN, MTV, ridiculousness, fail army. Cosmo just all like, I still to this day get messages from people saying, I just saw your video on X, Y or Z.

Arel Moodie:

[03:20](#)

So that's the a, that's my claim to fame being a right there apparently. That's awesome. Well, we'll uh, we have to link that up, uh, over@frontrowdads.com everybody can check in with you to link problem we do. Let's start with something that we can celebrate today real time. In your life right now? What's going well as a dad, as a family man? What are you proud of? Yeah, what's happening? Question. Great question. You know, I really feel like me and my kids, we have connections and I think that's the thing that I'm really proud of. You know, with the work that I do or do travel and I do spend time away. Right? And I think a lot of times when we spend time away, we travel, we get very, we get guilty. So I used to do the whole gift thing to make up for it.

Arel Moodie:

[04:03](#)

I would like mail gifts while I was gone. So they would get gifts, I'd bring gifts home. And what I tend to find is that when I came home, my kids were like looking through my bags. Like, what did you get me? Versus like, I'm happy to see you. Um, so I realized that like I had to really build a strong connection. So, you know, I, I take my kids on, on individual dates. I just took my son on a father son date, which went really well. You know, we went to this Rose garden, which is really, really beautiful. And then, you know, we visited a friend of mine and it's just, it's beautiful to have that connection with them and they are both into karate right now. So, you know, getting them to practice their karate on me every single ounce, every moment they get, I'm getting punched in the back of the head and kick and it's the way we bond.

Arel Moodie: [04:46](#) So I just, I love it. That aspect of it we have. That's awesome. Any particular framework to your one-to-one time that's working for you about how you set it up or where you go and is it, you know, do you have any guidelines around whether or not it's always free? Cause if it's up to my kids, we'd be at the video game arcade. Yeah. So one of the things that, yeah, that's true. So as a framework, we don't watch movies together. We don't do video games together. Right. For dates, right. Like it doesn't mean we don't ever do a movie. Right. If we're having a father son date, the best I can describe it is it can't be him sitting next to me and we're looking at something, right? It has to be, we're interacting with each other. Right. That's a very important, so one, I got a lot of memberships to like the museum.

Arel Moodie: [05:31](#) So the art plays to the, there's this thing called wonder works, which is like why don't we cool like hall of science kind of thing. So we have these memberships to these different things that they like. There's a trampoline park, we have a number of ships who have, so in my mind, I justify paying one fee for the year and then we can go unlimited. So it doesn't hurt as much, like to pay every time. So you know, if you don't have that, I encourage having like three to four ideas and I'll say like, we can go to the park, we can go ride our bikes or we can go, you know, skip rocks, right? Like real old school, like Huck Finn, Tom sorter kind of stuff. Right. A fence whitewash. I don't know, whatever. Right. So, you know, the, the framework is we can't the next to each other, we have to be interacting.

Arel Moodie: [06:15](#) I usually give three options and then if he or if one of them comes up with a different option that they really want to do, as long as it's not super expensive, you know, it's like you were saying it's up to them. Um, and then there's usually something that's food-based and my wife is making me realize that it shouldn't always be sweet based. So typically there's like frozen yogurt or cake or, you know, cause I'm like his dad, like dad, like we, we go get donuts, you know, but she, she's schooling me on why that's probably not the best, the best book by food based after it. Yeah. Yeah. That is tough, man. I remember one time driving tiger to school, this is probably last year and I just wanted to do something different with him out of the blue, a total surprise. I took them to get donuts and you know, I just don't think there's anything totally wrong with that.

Arel Moodie: [07:09](#) Right. However, I was conscious of the fact that if I make our special surprises or like this is how I reward you or show you love or like when we do something awesome you're going to link up that equals sweets or that equals sugar. That's not a connection that I want to build in his brain. Yeah. So my wife is a

health counselor, a health coach. So you know, she's very, very aware of food connection. But yeah, you're 100% right. Because when I realized I was doing in the beginning it is, I was so excited about like making it special. But then what happens if he's sad and, and upset as an adult he's going to go, well this food recalls this great feeling, so let me get the food. You know. So you know, sometimes we might do like [inaudible] or something like that. That's savory.

Arel Moodie: [07:55](#)

But you know, we usually are out long enough that we get hungry. So there's food base. But I have have seen the light that the sugar connection though, they love it now and their eyes go wide. Yeah, no. Our job is as dads is not to raise big kids. It's to raise good adults. Right? Yeah. We have to raise them into the adults. We want them to be him, you know? I don't want sugar to be what I go to, so I don't want it to do. Yeah. How do you balance letting kids be kids and teaching responsibility? Hey, that's all you man. You know? And then it's like, wow, he's just 10 like let her know, you know, he's not an 18 year old about to become a Navy seal. He's a 10 year old. How are you balanced? Yeah, that, that is really, that's really difficult because one of the things that I struggle with is the idea of what's age appropriate.

Arel Moodie: [08:46](#)

Right? Like if my kid falls down, like, so we have a rule, like we do a lot of call and response in my family because I think that if I can train them with the principles, that mean a lot to me. Yeah. Then they'll go. So we have one of our and responses. If you fall down, you get back up. Right. So I'll say that to him. I say fall down, what do you do? He says, get back up. So sometimes when he falls, you know, and I can see that he's not like bleeding. He was just really upset. My four year old or my six year old, I'll say fall down, will you do for that one? And then when he gets up then I'll go over and help. Right. But like I won't help him until he gets back up because for me, if you fall down, I don't want you to be like, like, like it's, I don't want to create that type of helplessness.

Arel Moodie: [09:30](#)

Right. I want him to realize how powerful he is. So we do a lot of flawed response to kind of, you know, instill, um, the ideas that are important to us. And then the tough part is in the moments when those happen, I have to actually stick to my guns. That's who was up to me. I hold him in my arms until they were 16 years old or until I couldn't hold them anymore. Cause I love him. So, so, you know, ultimately I think you have to create principles. And then with those principles you have to say in the moment where it's most difficult. Like I have to let them do it. Like, so for example, if a the other day I wanted him to walk with me and he was scared cause it was a B, it was like five or

six BS and he's like, God the bees, you know, I'm scared of the bees.

Arel Moodie: [10:10](#)

I'm like, man, just walk like it's fine. Like the bees are. And he was super freaked out. And when I saw him starting to get into this place where he was almost shaking like the some like I don't know what relationship he has with bees right now. This is not the moment. Like this isn't the Hill I was to die upon to teach them this lesson. Yeah. So I came over and you know, I held his hand on our walk, you know, B's were here, he was here and we walked past it. So, you know, I asked myself that question a lot, which is, is this the Hill I wish to die upon? You know, like if I'm trying to teach them a lesson, if they don't get this lesson, am I willing to die upon this lesson because it's that important. And if it's not like maybe like if they're crying and shaking, suck it up. But if you're like, yo, if you like for me, if you fought there, you got to get back up. Like I won't help. That's a lesson that's super important to me. But when he gets up, then I'll give him the help he needs. So you've got to choose what is your Hill you wish to die upon. Create principles around them and then the principles help you make decisions in the moment.

Speaker 2: [11:04](#)

Awesome. I caught your video of you doing this call and response with your son in the car and that was so good, man. That was so good. I both was inspired and jealous. Then I haven't done something like that with my boy. So you've inspired me, which is really great. It got me thinking about how I could do that with him and how sometimes I'll work harder to create, and I'm not proud of this by the way. This is just what happened, right? I'll work harder to create some type of engagement strategy with a random audience than I will with my own son. You know, like I'll work on my call and response with an audience and really think that through and get creative. And yet when I'm in the car with my son, I'm like, let's just listen to music and uh, I feel like I have a lot of room to grow there. What I'm going to do is I'm going to actually ask our producer, Charlie to add in right here, uh, to everybody out there listening. We're going to snip in the actual

Arel Moodie: [11:54](#)

audio from your call and response that's on social because I want everybody to hear that. So I want to ask you a different question though. Changing gears here, about going back to your childhood. In thinking about where were people, you know, a father, and I don't know much about your relationship with your dad at all, but, and feel free to share or not share whatever you want here, but so with your dad or a father figure in your life, where, can you recall? Yeah, maybe somebody [inaudible] did the right thing, like a model, an example where you go, you

know, as a kid I remember somebody doing this for me. That was really great. And also, and you could take both these or just one of them is what was missing there that you wish that you had, that you're now trying to fulfill as a father yourself?

Arel Moodie:

[12:38](#)

Yeah, so you know, I was, I was very fortunate. So I grew up in the projects. I grew up on welfare. And when I look back on my life and realize what was so different about me versus my friends who, you know, went to jail and went to prison and you know, dropped out of high school and I did it. And I grew up in the inner city of Brooklyn. I had a father, you know, I was very fortunate out of the entire group of friends that I had, me and my brother probably, I would argue probably the only active dad, right? So some of my friends didn't have their father in their life. Some of them had their father in their life, but they weren't incredibly active. And my father for, for their specific group of friends was super active in my life and almost was active in their lives and like, you know, we would go on trips and you would take it with him.

Arel Moodie:

[13:23](#)

So I was very fortunate that my father is like super alpha male. Like don't mess with like scary guy. But yes, also like would hug me and say he loves me and gives me kisses on my head. You know what I mean? So like I got to see this beautiful mix of how you can be masculine and strong and also emotionally aware. So I got to model that. Like I got to see what it's like. Let's, you know, I think there was a lot of fear of like if you're tooting nights and two kinds of kids, you gonna make them soft and if you're too strict and too hard, you're to make them like, you know, military or whatever. It might be in the in a negative sense. But I think ultimately there is a way to create that, a blend of kind of alpha and [inaudible] feminine or masculine and feminine or emotional and strong.

Arel Moodie:

[14:07](#)

You know, I think if someone needs a good example of it, I think Tony Robbins is a perfect blend of like masculine and feminine energy. Like that idea of a human who like, I'm not going to mess with him. Like he don't look like a slouch, but also like he's not afraid to cry, not afraid to like hold another man and telling me he loves him. Right? Like, so I look at, you know, I would say the models of my dad and Tony Robbins, the way that they can blend that idea of masculine energy and feminine energy, I think that blend is super, super important. So like my kids will see me like, like when I get angry it's okay. Like I always tell them every emotion is valid, right? So if I'm angry, the emotion wants to be fine. I don't want to teach my kids suppress anger.

Arel Moodie: [14:46](#) So suppress that. But I want them to see like, yo, I tell them I love them, I give them kisses, I snuggled them like I'll bring them in cause I wanted to know, there's nothing wrong with that feminine energy side of you and there's nothing wrong with the masculine side, but you need to learn how to put them together. So my dad was a great example of that. And then as an adult when I saw 20 Robbins, I felt like those two people really blended the two perfectly. Yeah, that's cool man. I agree with that 100% I love the blending of those two energies. I wrestle with that. You know, at times I can even think about times in my life when I was too heavy on the feminine energy side, right? It was, I didn't know, I didn't know how to stand up for myself.

Arel Moodie: [15:28](#) I didn't have any type of like, you know, go get them spirit, you know, protect and provide and all that, which I think is important. And then there's a time in my life and I remember going too far that side and I was like, you know, I found that edge and I'm like, Ooh, that feels really good. And I forgot all about the nurturing and caring and consideration sides. And I don't know that I'm articulating that perfectly, but no, I feel like it is. Then there's a blend that we constantly work into cause what we don't want to do, and I think it's a great, like kind of just not realistic example, but funny example, like if anyone's ever watched to build [inaudible] right? I think bill Burr, I loved Ober but he always talks about how like you just suppresses his emotions and he just pushes it to her.

Arel Moodie: [16:09](#) But like he's always making these incredibly funny but really poignant jokes about like this masculine edge that if we just push all of our feelings down and he, I mean if you've not seen it, first of all, you're like cursing. Don't watch Cooper. Oh, but if you don't mind strong language to dudes like a genius and really good. So he gives this great example of like this kind of arch type of like pushing emotions. But then it's like I'm not trying to be like I tell my kids all the time, like you're not going to be taught, right? Like I'm not going to raise you to be soft like you gotta you know you got it, dug it out sometimes and stand up on your own two feet. But that doesn't mean you, you have to risk not being emotionally aware. So one of the things that I consciously do, like one of the things I read in a book, which I believe to be true is the best way to raise good kids is to have a good relationship with their mother.

Arel Moodie: [17:01](#) Right? Or the best ways you can do that. Now, for those of us who are still married, obviously, like I constantly, I call my wife the queen in our household. I was like, yo, what? The queen says, so we can't do it. Mommy's the boy. I'm always saying,

mommy's mommy's in charge. That's right. If she says this, we do this cause I want them to see me as the head of the household as this incredible respect. Now if you happen to not be with the mother of your child, you can't be talking trash about her, you know, to your kid, you can't be like, even if you guys would like to take like, you know, contentious med, you've got gotta figure out how to treat each other well because I have seen and I believe that the relationship between the parents has to be so great that it almost overflows into the kids versus what I think most mom and dads do is they put all their energy into the kids and then they drain themselves and have no connection.

Arel Moodie: [17:50](#)

So whether you're together or not together, the relationship between the mother is going to be paramount. Or if you're, you know, father and father or you know, whatever it might be, the relationship between the two parents has to be amazing. And the kids will model that. And if they don't, he might set them up for four more harder adults. I know you said you subtype, say mom's the queen, right? And you position her with power or you support her power maybe is a better way of saying it. What else do you feel that you do in your relationship that really works? Where are you knocking it out of the park there with my wife. Yeah. Yeah. And in the spirit of still demonstrating to your kids what a great relationship looks like. [inaudible] so, you know, I always say things to my kids, I say, who's the most beautiful woman in the world?

Arel Moodie: [18:38](#)

And they always go, mommy. Right? So like I'm always emphasizing like I do a lot of this call and response stuff and I say, you know, when my wife is not around and I'm talking to my kids, I talk up my wife to them. Like I was like, yo, isn't it amazing how mommy like makes food for us and it's so delicious and she, you know, takes care of the house and you know, when I'm trying, isn't that so cool? Like it was something that mommy did for you that you really appreciate. And then they'll say, Oh mommy gives me snuggles. And I was like, yeah, isn't that amazing? So like I'm really consciously aware and I'm talking up my wife and her benefits and because what I've seen with many women who primary was like my, my wife's primary responsible arcs are children. And my primary responsibility is like making sure the house financially is taken care of.

Arel Moodie: [19:26](#)

Right. You know, I support her in her role. She supports me in her role, but we know where our leads are. But I never want my wife to be someone who is one of those moms or has kids who don't appreciate her. Right. Cause if the wife cooks and the wife cleans and the wife is nurturing and she's loving and she's going

to soccer practice and baseball practice and she's, you know, grading and creating all that kind of wondrous stuff, it's so easy to get burnt out doing that. Yeah. Because you feel like you're serving to people who don't appreciate. So it's very important to me. When I'm with my kids, I'm always edifying her and talking about what she does. And then the second part to that is we make sure to create responsibilities that are age appropriate for them that they do in a household.

Arel Moodie: [20:06](#)

A perfect example of that is I washed the dishes. So like they see me wash the dishes, my wife cooks the food, but my kids clear the table at four and six because we're teaching them, everyone has responsibility to make this ship go. So when we're done, they take the plates and the forks in the cups, they put them into the sink and then it's my job to wash it. So we all see we have well, and that's important to me from the relationship with her and the relationship have. Yeah, that's great man. Let's talk for a minute about where do we want to go with this. Let's stick with your partnership here for a moment. Because what sparked this conversation was the fact that I saw that you both wrote a book that peculiar purple penguin, right? And I was like, Oh man. I said we have to talk cause I, I'm big on the kids books right now.

Arel Moodie: [20:54](#)

And if you talk about, Hey, what are the things you talk about with your kids are in front of your kids, right? How do you talk in front of your kids? What are the stories that you're [inaudible] ultimately, literally through the books they're reading and then through life. But this one's it really interesting cause this has to do with the difference between a temper tantrum and a meltdown. Yeah. So let's get into this story a little bit. I want to, let's start with how did the book come to be? Let's start with that and then we'll get into what the book actually is and what the story is and what it teaches. But how did it come to be? Yeah. So me and my wife learned about this really great strategy about how to better interrupted like when we get in a fight, right? Because like we're going to get mad at each other and we're gonna argue and in front of the kids.

Arel Moodie: [21:39](#)

Yeah, absolutely. Yeah. Yeah, absolutely. Cause what most parents do is they fight in front of the kids and then they make up in quiet or they fight in private and then never. So then kids will falsely believe, Oh my parents never fought. So now I'm in a relationship as an adult and I'm finding something's wrong here. Yeah. So like we're big advocates. Like we fight in front of our kids and we make up in front of our kids so good cause other people fight and then they made over as this, this is like, I got to see like we're humans, we're not like, you know. Yeah. Anyway,

I had to go there for a second. It's funny cause I wanted to ask you that question earlier, but yeah, totally brought it. I was like, yeah, this is good. We're aligned buddy. Alright, keep rolling. How did we get to the book?

Arel Moodie:

[22:22](#)

Yeah. So you know, one of the strategies we learned is that the brain like has these different places that can kind of take over rational brain, emotional brain. So when you're really angry, if you think about the last time you were in school, grueling fight with your spouse, right? You're just irrational. You're just, you're so irrational that at the end of the fight, if you say, why did that fight happen? You won't even be able to say why you got into a fight. You just know your terror. We turn into each other. So one of the strategies you learned is that if you imagine the room is like a bright orange, right? Like a branch, what would my chairs look like if they were bright orange? What would the front front rolls dad logo look like? Those bright orange, what happens is it actually helps you access a different part of your brain that actually brings you into more rational state.

Arel Moodie:

[23:10](#)

And when you're in a more rational state, you can like not say and do things that you're going to regret, right? So we would try this strategy out and, and, and it worked with us, right? Cause we started getting angry like you, you'd be like, all right, what's that conflict like? What's that? And then they're like, I actually noticed it started working. So wait, let me recap here for a sec. So what you're saying is that if I start to lose it right, and you're triggered, I use that word triggered, right? If you're triggered, one of the things you could do is just simply ask yourself, what would this room look like if it were orange or what would like money on orange. And so you're, you're ultimately, you're changing your focus. You're switching into a different part of your brain. Right? And it's a little bit of a pattern interrupt.

Arel Moodie:

[23:57](#)

We're talking Tony Robbins language. Right? Okay. All right, cool. That's exactly right. So if you're saying, what's my, well, my counselor's like, what happens is it causes your brain to just [inaudible] like, and then you're not so wild. So I thought like, when did that be funny if it worked with my kids? Right? So one day my kid fell down, he was screaming and crying, going on and carrying on. And I was like, I made sure he wasn't hurt, made sure he was good. It wasn't like everything was fine, but he just lost it. Like he was just, you know, he was just gone. Right. So I'm saying here like yo, like this is too much. And then I wish I could come up with a really great reason why I said this, but I was just like, dude, did you see him? And then my son Paul is like, will you talk to him?

Arel Moodie: [24:38](#) I was like, yo, the purple pain. When did you see the purple penguin? And he was like, so we had this confusion and that confusion immediately. Like we shifted where he was focusing. I was like you. And the way it started is the purple penguin was like this dude who would just kind of show up and it was a little ration. Purple penguin just worked out. So now we were like, yo, I think the purple panels in the backyard, let's go look for the purple penguin in the back yard. So we would once in the backyard and we don't see them. And they would be like, I think he's upstairs. And then like, so it turned into this really fun way for him to redirect his energy so that when, when he could calm down and then move them into a rational dialogue. But what happened is, you know, every time he was upset, like you'd be like, I think he's down.

Arel Moodie: [25:20](#) Like I think he's down at the park, let's go to the park. And I was like, yo, it's 11 o'clock. Like I don't want to go to the park right now. Right. Like, like chill out. Like I gotta go eat. Like I don't want to do so. So what happened is the moving around the house in a moving around started becoming too much. So I started going yellow, purple penguin turns things purple. Yeah. So I was like, okay, that same strategy of like making things orange. What if instead of the orange, I chose purple. So instead of imagining the room purple, cause I feel like that was too advanced of an idea for, for a young kid it was what things in the room are purple [inaudible] but now they start looking around the room and going, Oh that book is purple. Oh, is that pink or is that, so what happened is when they were, you know, and then we'll later, what we found out is with this idea that there's three phases of a meltdown or a tantrum.

Arel Moodie: [26:10](#) There's the rumble phase, the rage phase, and then they will cover E phase. The rumble phase is like right before they get really angry. That's the great place to teach them the strategies. But once they hit the rage phase, they lost it. So what you wanna do is get them back into that recovery phase. So this is a way, once you realize like they're not hurt, injured or all that jazz to say, yo, Penn has been here. Do you see anything purple? They still look, we're on a roll. They come down. So we did this technique with our kids and we've been doing it for like five years with them. Right. Wow. My friends would get upset and the kids use me, they're my friends. Kids would get upset. So I would kind of introduce the purple penguin, sit down. And we actually had this one girl who her favorite color was pink.

Arel Moodie: [26:51](#) So she was like, no, it's a pink penguin. I want to look for pink. And I was like, all right, let the paint. That's fine. But you know, we started doing it with our friend's kids when they were upset

and we started seeing it working well that me and my wife was like, we really should share this. Like it really is working super, super well. It would be kind of selfish to keep it to ourselves. And that's how the idea for the book came about and we was like, well what if we created an integral story and we introduced the story, you know, that let us to the whole writing a book and now we have the two purple triangle books. Man, I love it. I love it.

Speaker 3: [27:26](#)

What's up guys? Hey, I 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 decided that they not only want to keep growing their business, but that it's more important to grow their life at home as 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 consider 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.

Speaker 3: [28:11](#)

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 share their best ideas. They asked their most pressing questions, we covered 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.

Speaker 3: [29:03](#)

We have small groups within the brotherhood called bands, usually four-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 could read about all of that at front row. dads.com the brotherhood is designed for men who want to be family, men with businesses, not business men 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, 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.

Speaker 3: [29:51](#)

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@frontrowdads.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 and join us in November and I'll look forward to talking with you on a future call or meeting you at a future retreat.

Speaker 2: [30:31](#)

I want to ask you so much about the writing process too, because I want to talk about, I'm gonna learn so much about it. Oh my gosh. I know there's going to be people out there who are like, Oh, I've thought about writing a kids book. My wife literally came to me a couple of nights ago. She's been drawing a lot lately. She wants to learn how to draw. So she's watching these YouTube videos and she's been drawing at night and she said, Oh, I, she goes, I think it would be really cool to illustrate a kids book. I go, Oh, I'm talking to her this week. You just did this. So maybe we get there before I derail us. I want to stick on this rumble rage and recovery thing for a second because dude, I think that what you're onto here, alright is perhaps the most important piece of emotional mastery that any a kid or adult could have in their arsenal of like tools to recover tools to manage their state.

Speaker 2: [31:26](#)

I think that if world leaders had a better handle on this strategy that we might not experience as much war or disagreements in the sense that, you know, look, two years ago, probably two years ago at this point, I was going through the roughest part of my marriage in the last 11 years and it was, there were some

dark days and we went to go see a counselor. And one of the things that was huge takeaway for me with this counselor was that when you're in an argument, the person who is the least triggered, assumes responsibility for that conversation. Meaning that if you are the one that is emotionally calm and the other person's starting to lose it, your job, your only job to start is to heal that person. So that they are not triggered and then the conversation can continue, right? But until you heal that person, there is no good dialogue that's going to occur there.

Speaker 2: [32:24](#) Right? So that was one. And then the next year it showed up for me. And this is just recently. So within front row dads, we have these small groups that we call bands. Vans are four guys. They meet monthly for about two hours. And the only rule is no business talk. So we talk about, we talk about what's going on with our kids and our marriages and we're there to support each other, catch each other's blind spots, right? Lift each other up. Well one of the guys in my band brought this concept from a book called the 15 commitments of conscious leadership. And I don't know if they developed this framework or not, but it's the one, have you heard around the one about like you're either above or below the line. [inaudible] so this concept is basically like, imagine that there's a, there's a line, a horizontal line, and when you're above it, you are open minded.

Speaker 2: [33:10](#) You are calm, you are, you know, you're not defensive when you're below the line. You want to be right. You defend everything right. You are upset, you can feel it in your body that is below the line. And what they teach is that you cannot have a productive dialogue until both parties are above the line. Because if you are below the line that you exactly what you painted that picture earlier about two people, like you're just like at one point you go, what are we even trying to prove here? Like do we even remember what we're arguing about? What is it the outcome that we're after? So I bring that up because personally what you're saying right here about the purple penguin and shifting somebody's state so that you can help them is arguably what I would believe to be the most important tool that we have available to us.

Speaker 2: [34:04](#) So I just wanted to say I was more of a compliment to the work you're doing in a PR and a testimony to what I believe the purple penguin is all about. The peculiar appreciate that. And I appreciate it. And I think you're 100% right because I think about what causes the most arguments, what causes the most like riffs. It's because we allow our emotional States to get so out of control and then when they're so deeply out of control,

we care more about being right. Yeah. Then what's the impact that our arts communication on the person. Yeah. And when we come from that place, everyone loses. But it feels like we're winning. But yeah, exactly man. Oh that's really huge. So for you, are there any additional strategies that are kind of spinoffs or nuances to uh, you know, using this cause as an example, I thought to myself, all right, is this literally every time they have a meltdown you do to go, where's the cause?

Speaker 2: [35:01](#)

At one point, like I could see my four year old going all right enough with the penguin, right. Enough. Enough with the like, okay, that, that trick doesn't work on me anymore. 100% so there's actually some things that we learned about doing it over the last five years, which are really fascinating. Number one, you can't do it. So if you imagine it being like a a bell curve, right? There's the rumble phase, the rage phase and recovery phase. As soon as they enter the wage phase, you can't do anything like don't cause when I see a lot of pros go, Oh look, purple penguin early in the rage phase, what

Arel Moodie: [35:37](#)

happens is they feel like they're not being listened to. They're not cared you're, you're, you're kind of disrespecting them, right? So what we do is we let them feel their emotions for a little while, right? So if they're just freaking out, like I'm like, my kid the other day was like, I'm hungry. And I was like, all right, yo, here's food. I don't want that food. I want this other food. Right? And it's like, no, that's not how this works. Like we cook your food, you eat the food we give you or you don't. Right? I'm not going to make you another meal. Right? So he's freaking out and upset about it and I'm like, alright, yo, he wants to be heard that he's hungry. And I'm like, yo man, that's really like I get that you're hungry and you want something else right now.

Arel Moodie: [36:09](#)

And I'm just, I'm not saying stop or calm down, I'm saying I get this about you. I'm letting him feel it. So the first part is you got to let them feel it. Right? And then once they've been feeling it for too long, they realize they're being ridiculous, but they're too into it for too long so they can't pull out of it. And adults are the same way. Like I know I'm being ridiculous. That's why sometimes like you can be in a crazy heated argument and then if your phone rings, that's you're out to get out of the argument. Cause you're like, I'm so caught up in being in this emotion, I need a reason to get out of it. So number one is don't do it too early. Number two, I do not do it every single time. You're 100% correct in that because if every single time my kid drops down or is upset, I go, Oh, purple penguin.

Arel Moodie: [36:53](#) It's like, I might like pizza. But if I eat pizza every day, it eventually becomes not as a like incredible or amazing. So I like to save the purple penguin for like when I actually need it, right? Like it's not going to be a strategy where my kids like, alright you know we're in the driveway, I need you to walk from the driveway to the house. And he's like, no, I want you to hold me. I'm not going to say okay this is a moment for me to use it because he's freaking out about him wanting to hold me. I just got to get from the driveway to the house and a problem solve. How do I use a different tool and my tool belt, right? So you want to use it in the right situations. And number two or number three when I found out was just really interesting cause you have to make sure, and I wouldn't have known this until I've done it, that you emphasize that the purple penguin is a friend, right?

Arel Moodie: [37:39](#) Here's why this is important. If you don't, they could get scared of the purple Taiwan because they may think, why can't I ever find them? Cause you never find them. You always look for him. He leaves clues but you never find out. So I realized we had like my kid and then another kid kinda got like, Oh I'm scared of the purple penguin is a friend. So I realized, Oh I've got to emphasize that he's not doing this stuff because he's mean or you can't catch him. He's like creating this game. So that's why the book was written so that it's like a fun game. Cause if you do it like, Oh there he is, but you don't emphasize, Oh let's find our friend, maybe the purple penguin. Listen fools, he's in there buddy. If we don't use phrases like that, the kids might think he's like Pennywise the clown or something like that. I just, I just had this vision of like sub dad out there listening and totally miss MIS misunderstanding what we're getting at here. And their kids getting upset and they're like, Hey, did you see the, uh, the a note the headless man in our house with a machete?

Arel Moodie: [38:37](#) And they're like, let's run. It's like, I know exactly how to break my kids. You know, my kid wasn't crying anymore. He was just terrible. He was totally good, made himself. But yeah. And he peed himself and he totally forgot about why he was mad. Those are little nuances that go a long, long way. You know, when you do it, how often you do it. And can we affirming friend? Yeah. You know, that's, um, I just sent out a weekly email to our, to our guys about what I've learned in 11 years of marriage. And one of them is, it's not what I'm saying, it's how I'm saying it. Yeah. And then it's not only how I'm saying it, but when I'm saying it, that timing is often more important than the topic at hand is to think, Oh, we're arguing over this topic. But really it's when I brought it up and it was the, you know, the

time when somebody needed to be healed, it's like I haven't thought about that.

Arel Moodie:

[39:28](#)

I remember learning that as a dad where it was always about strategy of what I'd say and you know like what were the words that were coming out of my mouth? Cause there's a speaker that I put a lot of weight on that until I realized like I didn't have the natural, I dunno, checklist in my head to say are they hungry? Are they thirsty? Are they tired? Like when are you having this conversation with them? So it's not just about their behavior. It's like literally being able to see what's under the surface there with all these things going on. Yeah. And what happens with a lot of parents who is when their kid's upset or angry, they always go with rational reasoning that because we're adults. So we think rationally. So when our kid is upset, we'd go calm down. There's nothing to be upset about.

Arel Moodie:

[40:08](#)

Look, you got this right, you wanted this and you didn't get it. You chose this. You shouldn't be. So we're trying to rationally like rationalize with someone who's completely emotional. So the reason why the purple penguin strategy is so powerful is because it takes them out of that emotional state into a rational state. They can calm down and then once you've like everyone's good in calm, then you can talk about strategies on how to handle whatever was the circumstance that was created. We try to give that teaching in the like rage phased and it's like you wonder why you're just beating your head against the wall because they just, it's the way not the West is really powerful. All right, let's take a minute and talk about writing this book because I do think that we probably need more and I dunno, better stories out there for kids.

Arel Moodie:

[40:57](#)

I really, sometimes I look at the books that we've been passed down from generation to generation. I'm like, what lesson is this teaching? Why are we perpetuating this story? Oh, let's talk about this so that somebody out there has a message they want to share with the world. First of all, you wrote this with your wife, so that's yakking. Congratulations. That's working together on a project like that I think can sometimes be easy for people and sometimes be extremely challenging, but to walk us through the stages of writing the book in case somebody wants to do that. Well, the funny part about it is I was like, yo, this is a children's book, right? It'll take us like one month to get the thing. It'll be like easy peasy. Like it's not, I'm writing like, you know when you write a regular book, you're writing like two, 300 pages.

Arel Moodie: [41:37](#) It's like this, like it's like 30 pages, like two sentences per page. It's Kate. But what you realize is the beauty of it is you first write down what's the story I want to tell, but you just write down what's the story I want to tell. Then you start saying, okay, how do I tell this story? And what you'll find is that it's kinda, I don't know who said it, I think it was DaVinci or some, I don't know. But there's this beautiful quote. It says that perfection isn't when there's anything more to add to something, but when there's no more you can take away. All right? So the first thing about a children's book is you want to write it and then you've got to constantly shave off every piece of fat word. If I can say this in five words, instead of eight words, I should say it in five words, right?

Arel Moodie: [42:20](#) So the first thing is you write it and then you try to trim it as much as you can so that you don't lose the meaning of it. So it's like the, what can I say this a different way and that I cannot stress giving the book to first adults, like just the, the manuscript, right? I wrote mine in PowerPoint, right? So like each slide was a page. So what I did was I wrote it and then in parentheses under that, I said, here's what I imagined the imagery would be like, right? This is before we get the harvest. So I wrote it and then I give it to people. Like I gave it to a librarian, I gave it to a child psychologist that I know and I was like, you read this, does this story make sense? Give me feedback. Right? Then the next thing I do is I read it to my kids without the images imagining if they would just listening to it, can they grasp what was happening?

Arel Moodie: [43:04](#) Right. So all of that process takes surprisingly a lot of time if you're trying to minimize the amount of words you use. And then we hired a style editor to make sure that the sentences were flowing well and then we have a line editor to make sure we didn't have any grammatical challenges or issues. So you know, we still did all that stuff and then we got down to the final manuscript and that took a couple of months. Surprisingly word. Now mind you, I say a couple of months, like it's not like this was 100% of our time, right? It's not like this is all we did for five months. You know, I was running my business, taking care of my family, doing everything. And then in my spare time, this is what I did. And that took like probably four or five months to go from idea to writing to Tremaine too.

Arel Moodie: [43:46](#) Manuscript [inaudible] yeah. And how do you feel about the impact now? I mean here we are talking about it. You put this there, you took the step forward and perhaps do you, by the way, I really want to say that because a lot of people have the ideas, not a lot of people execute on them. Right. So props to

you for making that happen. As you stand now, how do you feel about the impact that it's had? What type of feedback are you getting and yeah, it's been, I mean I've gotten an incredible amount of people sending me pictures of them, like reading the story to their kids. And I think what I like about what's been happening is, um, parents were saying like, Oh my God, I never thought about using. I'm, Oh, I always go rational with my kids and it never works. And it's been like getting them to calm down and then being able to talk to them.

Arel Moodie: [44:34](#)

So like getting the message on social media, reading the reviews on Amazon, and um, it's been really, really powerful because the beautiful thing about a book and for anyone who's listening, who's been thinking about writing a children's book, um, I really, really encourage you to do so. Even if would write thinking about writing an actual book and you haven't, right? I encourage you to do so because like, you know, this will live on when I die, right? Like this is immortal. And when you create like a video like this or podcasts like this, when you create, you create a mortality of your ideas and of your being, you know, whoever wrote, you know, the very hungry Caterpillar, I don't know who they are, but that book is persistent forever and probably will, right? So I think there's, it behooves us to tap into immortality and writing and creating a book and seeing that the stuff you care about impacts people is something that I think all of us should be when it's happened to him in his lifetime.

Arel Moodie: [45:30](#)

That's awesome, man. I'm looking at the reviews right now. And one is titled the art of redirection. Five stars. It says amazing book for kids, three to five. The two authors really did their homework on this one. Learning about human behavior and how to channel anger into focus. As we all know that getting an upset child to focus is a difficult task. The artful illustrations captures the child's attention, redirects their focus from problem based behavior to solution-based behavior. A valuable skill can be carried out and executed later in life. Fully agree, loved the books, concepts and illustrations. Highly recommended. Do that must feel really good to read. Oh man, it's beautiful because it's like, it literally was honestly, this book was written as like a pure passion project, right? Which when me and my wife did it, every time I do a project, it's always how does it tie into this and what's the five year goal?

Arel Moodie: [46:21](#)

And [inaudible] and me and my wife was like, what if we just literally did something just cause we cared and whatever was created from it was created for me and whoever wasn't, it wasn't, wouldn't that be fun? And it was scary at first cause I'm like, man, I'm going to waste a lot of time. I don't think, wait, I'm

going to invest a lot of time into this, but this feels like like soul work almost, right? Like it's like, like when I like see people reading it and saying thank you, I'm getting text messages from people saying like my kid loves the book and he's not freaking out as much and he wants to look for it on his own or her own. It's just there is an aspect of the work we do okay. Impacts people and makes money and there's an aspect of the work we do that impact people and makes money but also warms your soul. Right. And the warming of the soul, you know, I imagine front row dad for you it warms your soul when you see people coming together, whether it's in new band, I know you do your treats for people twice a year. You have the monthly coaching that you do. Like when you hear your success stories part real dads warms the soul and makes an impact and makes money and it's like a beautiful, you know, Venn diagram of what life should be. I don't feel like this is

- Speaker 2: [47:30](#) that Earl, this has been awesome man. Thanks for the kind words by the way. And thanks for this really great conversation today. This was a lot of fun. And so thank you for sharing time with us. A couple questions just to kind of button things up. First of all, anything that we didn't get a chance to say that you want to say now and please of course throw in there by the way, where these guys can connect with you and, and get the copy of the book, which I know is on Amazon.
- Arel Moodie: [47:56](#) Absolutely. Um, yeah, one of the guiding lights that um, as you know, calling response, um, that I do with myself is don't be Superman in public books, Clark Kent at home, right. It's a really,
- Speaker 2: [48:10](#) yeah,
- Arel Moodie: [48:11](#) mindset of mine that I tend to find big producers and people who are very successful are the Superman to the outside world. And then when they get home behind closed doors, they get a, you know, glass of whiskey. They throw their feet up, they chill out, they're like, I need to recover and rest. What about me? Blah, blah, blah. Well, my mindset became, you know, as a dad, as a businessman, as an entrepreneur, if my client needed me to go 15 hours, I would. So if I work 10 hours and come home, have five hours with my family, why would I not give that five hours to my family in the same Superman style? You know, don't save the crumbs for your family. So I would say that if you put your mindset through that lens, as a entrepreneur, as a author, as a podcast, whatever, you know, whatever it is you do, if your lenses, I'm not going to be Superman in public, in

Clark, Kennett home, I'm not gonna save the crumbs just for my family.

- Arel Moodie: [49:07](#) I'm going to give my whole self there. You'll actually find you have this incredible storehouse of power and energy that you just weren't tapping into. You know, a second wind, if you will. And then you become that, you know, and, and then yeah, of course you got sleep and all that stuff. Of course you got to eat well and all that stuff of course. But don't turn your power off when you come home. That's probably the biggest thing I'd want to share cause I see that have a lot of high-performers is that who they are outside is not anything like who they are behind closed doors.
- Speaker 2: [49:35](#) Yeah. Good stuff man. Uh, and where can guys connect with you from this point forward?
- Arel Moodie: [49:40](#) Yeah, so if you want to connect with me as a human, the good news is I'm the only RL moody, like in the world and I'm pretty much on every social media site. So if you're on Twitter, Instagram, Facebook, just put in a rail, moody, one word I'll show up. The book is called purple penguin book.com. So that's the website for the books. So if you want to learn more about the science behind it, but research behind it, do you want to see what it looks like? The strategies if you want to order it. If you want to buy a couple of gifts, of course do so. Um, you can go directly to the purple pen, book.com for the book Amazon. Of course you can go directly there if you want, cause everyone's got the app. But yeah, no, connect with me. I love this work. I love what you're doing. I just want to say John, it's, it's just really, really powerful too. Create a space for high achievers to realize that if I'm going to succeed in business, I got to put a lot of energy in the and one 16 in my health.
- Speaker 2: [50:28](#) I got to put a lot energy into my health. I want to succeed as a dad. It's not going to be normal. It's not going to be just like natural you to put work into it. So thanks for allowing me to be a part of it and creating this space so that people like us can find a place to come together. That's awesome man. Well listen, I own your book. I, I'm excited for other people to own your book and to incentivize somebody to take that step forward. Here's that like to say, here's the deal. If you will write a review for the front row dads podcast and then screenshot that and email me to john@frontrowdads.com I will send you a copy of the peculiar purple penguin book to say thank you for that. So just write a review, screenshot it, email it to John at front row dads. I will send you and your family a copy of [inaudible] new book. I'm excited about it. Check it out guys. And that's it man. So, uh,

[inaudible] dude, thank you so much for being with us today. This is really been an awesome conversation again and just thanks man. Thanks for being here. Yeah. You know, super cognitive view to be uh, the great human that you are and I hope that every dad chooses to sit in the front row. Thanks buddy. That's a great note to end on.

Speaker 3:

[51:42](#)

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 in 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].