

Yanik Silver (00:00):

I remember a couple of years back when my friends texted me or called me, he's like, what are you doing? He found out I was doing this skydive from 30,000 feet, which is like a halo, skydive, high altitude, low opening. It's like, you've got little kids. What are you doing? I'm like, that's actually why I'm doing it. I want them to see that I'm living my life fully and this is something that I'm really joyfully expressing who I am by going out there and I want them not to play smaller and not to be smaller or whatever it is that they can see and so that's

Jon Vroman (00:30):

all right, friends. Welcome to the front row dads podcast. I'm your host, Jon Vroman. If you're just dropping by for the first time, this is the show for family, men with businesses, not businessmen who happen to have families. My guest today is Yanik silver and you know I'm not big on professional bio's on this show. If you've been listening for a while, so I'm not going to rave about the thousand things that are amazing about Yannick, but a couple of things that I will tell you that will certainly I relate to our conversation today. So he is the creator of something called the cosmic journal, which I'm holding in my hands right now. I want to get into this conversation with Yanik today. It's really a cool journal. And when I was originally inspired by [inaudible] cause he wrote a book called evolved enterprise. And what I really respect is that he's talking in the space of businesses who make an impact in the world.

Jon Vroman (01:19):

They operate with purpose and not just for profits. I love the fact that he brings fun to the conversation and he, I've had my friends talk about Yannick for years. In fact, when camp Maverick was in town, people were reaching out about camp Maverick, which is really cool. He leads a big group, a Maverick 1000 it's just really good stuff. Entrepreneurs who want to make a difference in the world and that's the language that I want to speak about. So most importantly for this show is that Yannick has been with his wife for nearly 25 years. He has two kids and Zach and Zoe, are they 14 and 12 Yannick or am I looking at an old bio?

Jon Vroman (02:00):

That's correct. Okay, cool. Right. So man, I, I know we could go on and on, but uh, let's just get into it. Welcome to the show, man. Yeah, thanks Sean. I really appreciate you having me. And I love the distinction you made about that you sent this journal to me. My wife picks it up and immediately she says, ah, I'm keeping this. So let's talk about this a little bit. Ma'am. What is the cosmic journal? And for anybody who's not looking at it, how on earth do you describe what this is? Well, would I hand it to people? I tell them it's the galactic instruction manual they were missing when they were born too. Do you remember their destiny here on earth? That's a great fit. Oh, you know, it's, it really, I wrote it for myself. Uh, I liked like unique challenges and also I saw this a hundred day challenge going around and I'm like, ah, that'd be kind of fun. And then I, so I've been journaling for years and years, you know, I don't know if that practice, I think it's a keystone success habit practice. And so literally in my journal wrote about,

Yanik Silver (03:00):

you know, do I want to do this a hundred day challenge or not? Because it's a long time. I travel around a lot, like what I, what I want to do it. And then like, what would I even do a piece of art about? And I'm like, you know, I love my journal. I make it like an illustrated journal page every single day. And so that was it. The impetus for it. And then I'm like, you know, a hundred days is okay, but 108 has more

meaning for me, especially in the yogic and wisdom traditions. I'm like, all right, so 108 days and I'm committed to it. And literally, so every single night, no matter how late it was, I would commit to just drawing one of these pages. And handwriting, a journal entry and sometimes they came from like years of my journals. I could go back and find something interesting to rewrite in some way or it would literally be me meditating and then seeing what came through me and pretty quickly it became like this Oracle, it became like I would flip it around, then I would just get these amazing answers because I was writing it for myself and then I'd show it to friends and they'd be like, Whoa, this is really something interesting, one that you, you know, you need to get this out there.

Yanik Silver ([03:56](#)):

I'm like, ah, I don't know. And then one of my friends really believed in and he was like, you'd light up about it when you talk about it. He's like, I'm going to, I'm going to paint it, create like a [inaudible] limited edition version for you. I'm like, okay, cool. So, so then it forced me to make it like a real project and then I had them all scanned in and it had these little two inch by two inch squares that I literally tried to figure out like where the hell they went. What was the order of them. And then it also forced me to create these, uh, the less hand pages are prompts. I created the Lausanne pages too. And uh, and so I got that done. And then I had a gallery of it together in one of my friends got me an introduction to the president of hay house, a re Tracy and PCA seen everything that personal growth, spiritual development world. And he's like, this is really, really interesting. And they fast tracked a contract and got me published right away. And so now it's with hay house and out there and it's like, I've had two people tell me that they've cried from flipping to the right page. And it's been like, just like the most interesting, incredible inflow project I've ever done.

Jon Vroman ([04:53](#)):

All right, let's ride that wave for a second. Flip called flipping to the right page. So pick a number, Yannick between zero and where are we going to go? A one 87 pick. Pick a number.

Yanik Silver ([05:07](#)):

I'm trying to know. I know some of them, I don't know. Let's go one 33 I don't know.

Jon Vroman ([05:12](#)):

One 33 so one 33 says, ah, you are now in the knowing now is the only time you have to give you guidance. Imagine having the Felix, what is it? Felix? Felipe, what is that? Oh, from Harry Potter. This good luck potion was really just about being fully present and moving in full alignment beyond intuition. Even you are now in knowing you have the entire galactic library at your side. I'm not going to read the entire page, but tell me about this one. Yeah. What does that mean? What? What does that mean to you?

Yanik Silver ([05:55](#)):

That it's like the more you bring yourself into the [inaudible]

Jon Vroman ([05:58](#)):

Oh being present. Really like in that true. Now mindfulness has become a much bigger thing and really mindfulness is about being fully present, like truly being in the moment and that goes for literally everything. I'll give you a quick little example. It's like when you're out with your kids, if you're out there, I don't know, we'll say playing ball with them or doing something else. Our family is a hockey fan. It's like

street hockey with my son [inaudible] it's being fully present to actually play street hockey and not be thinking about uh, the email that came in or, or whatever it is. And it's like the more we're fully present, the more there's this flow happens where we can literally tap into our intuition. We can tap into these little, these little nudges that we get, uh, about what's our kind of true destiny if anyone is a Harry Potter fan, which I am Harry, that created this Felix Felicis motion and it was like literally everything that he touched was like, good luck for that.

Jon Vroman ([06:54](#)):

I think it was like a day is when it, it wore off and it was like he was making decisions. He was like just in that moment. And it's such a Oh cool. In flow process to be in, in that space. So this is perfect. This is perfect that we flip to that page for two reasons. Well for probably a hundred reasons, but I'll give you two that come to mind. So one is I just hung up the phone with my sister who's helping me do research for a speech next month that I'm giving to 18,000 people about a hope celebration and presence. And she was doing the research behind presence and we just spoke about this an hour ago. So she's finding and digging and learning about all these studies around how to be present specifically relating to doctors and how that being present. The difference between doing in the medical field and being in the medical field and how the way that we are being in the moment has so much of an impact and how some of that's very difficult to measure.

Jon Vroman ([07:57](#)):

It's the intangible behind that. It's the energetic part. And not only that, but yesterday I'm working on the agenda for the upcoming dad's retreat and my buddy John Howard, who's one of the top therapists here in Austin is going to be coming out to the event doing a session with our guys. And he sent me a message and he said, I just opened up a clinic called the presence wellness center. And he said, this is the number one thing is guys high performing entrepreneurial dads come in and say, it's so difficult for me to be present with my family. How can I be more present when I'm with my wife, be more present with my kids? And exactly what you just articulated. So I'm interested in knowing for you Yonic you know, you've got so many things going on, you've got this entrepreneur mind, a creative, you're always building. How do you turn that off if that's okay. Appropriate way of structuring that and saying or structuring that phrase. How do you get in tune with your family? What's the process, you know, do you change clothes? Do you, is there a or routine?

Yanik Silver ([08:56](#)):

How do you do it? That's a great question. And you know, I, I feel like I continue to, to, to get better at this. It's like, I don't think I have this nailed, you know, fully. But it's, it's so funny. The, you know, what's, um, always seems to okay be this like trigger for it is the phone. Like if you look at, um, can spend some time talking about this because this is like become like a [inaudible] poplin for me with, with my kids who are 14 and 12 and they're, you know, their heads are like embedded in there and their phones or electronics and it's like, so I took a, I took my daughter skiing the other day and on the way there we actually had a little bit of a of an argument about, I'm like, okay, you got 10 minutes and then you're done with your phone on the write up.

Yanik Silver ([09:39](#)):

And she's like, no. And like kind of gave me like this like sassy kind of response, you know, she's coming, it's being a teenager. And I'm like, okay, well then you can get out of the car. We hadn't started driving yet. We're still in the driveway. And she came in like it was all annoyed, told, told my wife, and then we

had like the little 15 minutes sorta diffusing and then she got back in and she turned off her phone. But like the whole day she didn't touch her phone because we were just fully present and skiing and just being there. And I think it's up to us, you know, we don't have to be entertaining them every second, but, but it is up to us to try and create that environment that that really lends itself to being fully present in. The more we can do it and the more we can show it, the better.

Yanik Silver ([10:21](#)):

And I have to catch myself too. It's like we're so used to like every moment that they're, that there's like a little bit of even boredom. Like you're gonna pick up the phone and be like, I'm gonna check my social media account or I'm gonna, I'm going to respond to, you know, this text that, you know, it could have been a very important person that texted me about something that I need to get back to them. But like every time I do that, I'm showing them that I'm not fully present when I'm around them. And, and you know, again, it's something that I continue working on because as soon as I pick it up, I'm like, Oh shit, this is how, how is this helping? But it could very much be what you're looking around the room and everyone's on their device and it's like, it's up to you to be that person that's like, Hey, why don't we do this?

Yanik Silver ([11:03](#)):

Or, or let's, you know. So there's a couple of little, little things that we try and do, you know, whether it's a question that engages everyone, whether it's some sort of or game or just something to get them out of that space and get them to at least turn off, turn off their phones. Yeah, I totally get the cues right. And the triggers. I just had this conversation with our ops manager earlier today about the business where I told her how sad I was, when, how sad I am when I get a message that says somebody had left our community, right. They had, they had bowed out of the brotherhood is and she said you shouldn't be getting those messages feel like once a month or once every couple months. We can do a debrief and we can look at that. But you should not get messages like that cause you'll open up your computer responding to regular, but you get a message that's not positive and it can totally throw.

Yanik Silver ([11:55](#)):

Yeah. You know, because you care about that. Let me ask you a question about text messaging. Recently started telling people nicely, I hope I don't want to text. I know it's fast. I know it gets a response. Of course it does, but I don't want to be texting all the time with everybody because now I'm looking at my phone, trying to think if my wife's texting me to pick up the kids at five o'clock and I'm seeing this business message that I don't want to see. W what's your thought on text messages? I don't give everyone my cell phone for sure. Like it's not on my email. It's not like a, yeah, like that. I really try and limit incoming so I don't have voicemail on my phone. I do respond to texts, but I also, a lot of the day my phone's on do not disturb.

Yanik Silver ([12:40](#)):

Yeah. And that's probably like one of the very first things I do when whenever I'm trying to be as present as possible, somebody who's like just turning off my phone so that that's, that's one thing. Yeah. I don't mind it if I can respond on my own time. Right. Like it's, yeah. Okay. There is such a pull, like when something, I don't even have my phone [inaudible] my phone notifications on like the [inaudible] the, the actual sound. So it's always vibrating if I have it on. But there is still a pull, like you feel it vibrating in your, in your pants or wherever you are. It's like you feel so compelled to to go check it. Yeah, I can see what it is. So it's on do not disturb for most of the day. It's a lot less of that pull for me. Yeah, that makes

sense. And then how do you, do you have family rules around whether phones are allowed at the dinner table? Do you allow?

Yanik Silver ([13:30](#)):

Yeah. Yeah. And I wish we did even more earlier since it's hard to open up Pandora's box. So we, um, you know, my wife was really good about this. She's like, your phones are ours. You don't own your phones. We need the passwords to all your phones. We need to know, you know, we need to be able to check absolutely everything. Uh, your social media counselor, not public. Uh, unless we say, you know, like, like my daughter has like a one public account that, but we still verify it and check it and then their phones for our son, he's not as attached to it so his phone can stay with him in his bedroom. But our daughter, her phone goes away cause she is so attached to it and the um, yeah, no, no phones at dinner and really try and engage them around some sort of conversation.

Yanik Silver ([14:25](#)):

Not just, Hey, how was your day? But, but some sort of question that opens up at least a little bit more of a conversation. Even like a, what was, what was something funny that happened today? Or what's something that that you learned today? Or what's something that you really screwed up on her or just something that, that engages them a little bit more. What are, you know, what's one thing that you're excited by from today or grateful for? Uh, a lot of times at night we also try and do that to ask him, you know, what are the three things that you're most, I'm appreciative of and grateful for? Uh, the other thing that we did that it was, I think a really cool thing to do, uh, is we created these 13 silver keys. They're kind of like our, our family values and we have them up on our wall.

Yanik Silver ([15:04](#)):

And we actually, I looked at it almost like an off site. So I helped sometimes entrepreneurs work on their core values and their culture. And, and so I was really fortunate to, to learn that from some really interesting high level people like Tony Shay from Zappos and SketchUp conflict from Sharla Vive and, and all of these people that were like, you know, culture is everything. I'm like, I don't really get it. But then really understanding it, it made so much sense. So like bringing that into a family really works well too. And so we help, they, they actually, we wanted them to help create this idea of, you know, what's it mean to be, Oh, good silver family member and yeah, and so they, we had all these post it notes and they started making all these, all these ideas and notes we put about up on the wall.

Yanik Silver ([15:46](#)):

And then we start having arguments and discussions about it and we, so 13 silver keys are kind of loosely based on Benjamin Franklin, his 13 virtues. Pete would work on one thing a week. And so now every Sunday, not every Sunday, but most Sundays we'll have a 13 silver keys dinner, which is just, you know, what of those 13 things that, you know, what happened in, during the week that, that it goes back to one of these keys. It's, it's, you know, stuff like sing, dance and laugh or just grow your, your gifts and talents or, uh, doors will open about this whole idea of like synchronicities or another one's like make magic and, and give is one of them. So it's like them thinking about just intentionally considering what, you know, what, what happened during the week, and then what, what else am I going to really consider, hopefully for the week that, that represents these, these, these values. And it's funny because when they created them, they didn't know what they're doing and now there's like a love hate relationship with it. So I wouldn't say that they're, they're totally bought in, you know, I'm like, okay, some of the keys did. And they're like, ah, but, but don't they know? Yeah. That's great, man. That's

great. I always think that's so funny when people pay you thousands of dollars, you know, to listen to you speak and hear your advice and then your kids are like, ah, dad.

Yanik Silver ([17:13](#)):

Yeah, totally. Well, it's actually funny because I created a, a family that just because of that, uh, that we did for seven years where we taught kids about business and entrepreneurship and brought these families together because, uh, the kids won't listen to you necessarily. Right. But if they're in a cool environment that's fun and engaging and impactful and with other kids of weirdo parents, then they'll pay attention. And, and so I literally, you know, created something for that reason because, yeah, they're not gonna totally listen to me just sitting and talking about it at the dinner table. But if we engage them in a, in a fun way, and they will, you did that for seven years, for seven years. And we ran a, uh, like we actually had kids learn about business. They would get, uh, all these products to sell start on July 4th.

Yanik Silver ([18:04](#)):

And then we moved. That started. Kids would go away to summer camp now, but we moved it to a January 1st for new year's. So they get all these new year's Eve related products and they would learn about it and I'll talk to you more about it later. Honestly, it could be a cool thing for you to do. Cool. They're beyond that age, but it's like uh, they learn all the costs of goods. They learned about their profit margin, they in a form little teams and they went off on the streets and went and sold stuff. Yeah. And then they had a debrief and then they, uh, would give some of it to charity if they wanted or not. It was really cool to see them navigate like my son who's not as, he's a little more [inaudible], I don't know, quieter than my daughter who's well more out there and, and likes to be a bit of the center of attention.

Yanik Silver ([18:47](#)):

And so my son is really interesting to see him like open up in a big way when we have a charity component that he really connected to. Cause then he was out on the streets like selling like, like a madman because he was really excited about making a difference for somebody. And it was really cool to see him just, just blossom like that. And then my daughter, like they always have to be on different teams, but she's competitive with him and she has like a, a list of like 28 things to beat Zach's team and when she was finally a team captain. So it's pretty, it's pretty hilarious. That's great man. I would love to learn more about that. You know, who comes to mind when you, when you're speaking about that is um, Mike McCarthy and fam Bundance uh, along with James and what they're doing.

Yanik Silver ([19:29](#)):

I think they would, that would fit perfectly with that group. And I bet you they would love to hear about your wins. Yup. Oh, did he? Okay, cool. That's great. And that's so cool. Are your kids involved in your business right now at all? They are not, I mean they're not like actively involved. They come to something. So we'll do one event that's open to uh, to families every year they'll come to that. They also come, we do an annual trip to Necker Island. They come to that. They love that. And that's, that's been really interesting to, to see them. Just the osmosis sort of developed from, from being around that kind of environment. Yeah. Do you hope they become entrepreneurs or are you, Hey, whatever they become is fine with me. I, you know, if it's right for them. Yeah, absolutely. But what I want them to do is continue to follow what we're gives them, that joy, listen and what they're engaged with and, and I don't wanna I don't want to push them into anything.

Yanik Silver ([20:27](#)):

I think it's like showing them, Hey, there's a lot of ways of doing something that they can hopefully connect your head, your heart, even your higher purpose and an entrepreneurship is, is a great path for that. So if both of them go there, I think that'd be awesome. If they don't, that's, that's fine too. As long as they're doing something that they love and I feel like I've sort of liked provided they can follow those as they wish. It's funny, I mean I definitely continue putting different, you know, if they show interest in different things, I'll, I'll continue. You're nudging them in that direction, but I, that's awesome. They're not pushing them. Where do you think your work Yonic, which you've been massively successful in business, you're really a, you're a learner and a teacher, right? So you're very, very smart. You're great at teaching people things great at recruiting and rallying groups, at least as I see it. That may not be, not how you describe it, but that's how I see it. Where has all your professional success helped you at home? Being a better husband, better father, and where has it hurt you? Hmm, interesting. There's definitely this level. I mean I've, I've, I've studied a lot of success material probably over, I don't know, 30 some years. I got introduced super early to like Earl Nightingale. I was probably about 17 or 18 when I started listening to that kind of stuff in my car are on tape.

Yanik Silver ([21:52](#)):

Cassette tapes were around, right. What was that on tape? Right, right. Yeah, exactly. So I was a big customer for Nightingale-Conant. Yeah, like 1718 and hanging out with my hockey buddies and driving them around. They're like, what the hell are all these cassettes? Oh, don't worry about it. Yeah. And I also got started like really early in my dad's business, so I grew up in a family business. I guess kind of like my kids are in a way, but they, they're not participating, but they see it. My dad got me started really early when I was 14 years old, telemarketing as a medical equipment sales and service company. And then 16 I was out on the road cold calling. And so I think we're, where it's helped me is that I've been certainly able to boring in a lot of a lot of success principles and ideas and get them thinking differently and in that way. And I think where if you would ask them where, where it's heard as, they might feel like it, it feels like a lecture. Yeah. They'd be like, stop lecturing me. Yeah. They don't like, it's not a lecture just I'm just sharing with you.

Yanik Silver ([22:58](#)):

Sounds like why. Yeah. Okay. So it's a, and you know, again, I, I don't know any other way of like fixing it unless it's like it comes from somebody else. You know why it's like creating these, these other avenues to, to get them to hear the message from a, from a different voice. Yeah. Do you kind of along the lines of getting your kids involved, you're journaling is legendary and I will speak to the fact, so I've been at events with you. I don't remember what was the event we were at in Ohio. We were at fathoms. Yeah. Was that the design summit or something like that? Yeah. And I remember seeing you sit there with your journal and this, you had this bag of colored pencils and I remember thumbing your journal. I think you, maybe you passed it around or something like that. [inaudible]

Yanik Silver ([23:49](#)):

it's Epic. I mean it really is like the cosmic journal. I'm like, this is exactly what I saw. I was a part of me that was jealous cause I'm like, I had this grand vision when I was younger. Like I would write these, I would write in my journal and when I was dead somebody would find it and they would put it in a museum and they were like, these are the words of the great John Groman, all these journals that I'm like, nobody ever read. I hope nobody ever sees this. Cause they'll be like, Oh my God. Like that was a troubled soul. But then I looked at your journal, I'm like, Oh this is what it looks like when somebody

knows how to draw. It is truly Epic. All that to say, I mean that's my way of just complimenting you man in your work here because I do think we're all masterful in certain ways and this is one that you're certainly masterful.

Yanik Silver ([24:31](#)):

Are your kids artists, did they draw they but what do they think about all this stuff? Where do you share passion for journaling and writing and all that with them? Uh, my daughter definitely, uh, she's, she's a creative and I mean, it's funny. It's my, my son, I should just see him walking by right now. He's coming home from school. My son, it's funny as I tell him, so he's super athletic, like really, really athletic. And then my daughter's super creative, but I tell [inaudible] both of them, I'm like, you for my son. I'm like, Hey, you know, you're more artistic than you even think you decided. You know, I don't want them to be like, pigeonholed into this is their one thing. And then for my daughter, I'm like, Hey, no, you're more athletic. And she is, she's, you know, they're, they're both really talented in their own unique way, but she's a really, really great artist and, and creative individual.

Yanik Silver ([25:17](#)):

Like she can get out of the shower and be like, Oh, I have a song. And she literally, we'll write a song and, and then, uh, or she'll paint something. And actually I have a lot of, uh, just joy when I see her pain. Like there's no fear of, she'll just tackle a canvas and be like, yeah, this is what I see. Like for me, I'm, I'm going to look at it a picture and be like, okay, I'm sketching it out and not that I'm sketching in pencil and then erasing it, but I'm sketching it from looking at something. She's like, Oh, this is the way it looks. And then she'll just, yeah, tackle it right away and, and so we definitely share that together. And the journaling piece, it's funny, I love teaching journaling to entrepreneurs and other leaders because I think it's like one of the, like I said, that that's core success habits and it just, if you give yourself even like 10 minutes a day to do it [inaudible] it's been scientifically proven to make you happier because it, it creates a beginning, middle, and end page and it is really easy to look at somebody else's journal and be like, ah man, that's way better than mine forgetting I'm not, I'm not doing it.

Yanik Silver ([26:21](#)):

Or, or whatever the case is. Like we have a Maverick member that's basically wanted it to be a, it was a very, very talented illustrator and I'll look at his journal, I'm like, damn, that's, that's really, really good, but if I let myself get, you know, taken back by that then, then I'm not going to put out what, what is mine. I actually was doing an interview the other day with one of my friends and she's like, you're not the best artist.

Yanik Silver ([26:46](#)):

She's like, she's like, no, no, don't get me wrong. It's good, but it's such a fun, whimsical way that it's so engaging. Okay, I'll go with that and because I'm not, I wanted to be a cartoonist as a kid. Actually, I wanted to be a pro hockey player and a cartoonist in the off season and through my journaling over the years, the illustration, the doodles, that's [inaudible]. There's all started coming back actually and the journaling part, it's like a [inaudible]. The kids see me journaling for sure. And it's like one of those, yeah, I don't, I don't know. My daughter does it a little bit, like when she goes away to camp, especially, she keeps a, my journal and I do respect her privacy. Like the first page that she writes on there. It's like, if you're not Zoe silver, do not read this. You know, keep out, keep, you know, keep out warning, warning. And I'm like, you know, I don't want them snipping around my journal, so that's fine. I'm going to, I'm going to respect that. But I do have mine out on my bookshelf, like you're in my office and, and my

daughter who is a bit, uh, Snoopy, like, she's like, she's like, I've checked out your journal and she's like, you just write so small and it's really boring. So it's not that interesting. But I also love letting [inaudible]

Jon Vroman ([27:51](#)):

she was hoping to see like the truth about mom. I don't know how I really feel about my kids. Did I, and what I've never told them.

Yanik Silver ([28:02](#)):

Yeah. Yeah. But you know, I think people can get too wrapped up in that. I want nobody ever to read it and, or they don't write from a real honest place, which, which then kind of takes away part of the experience of journaling and, and so I'm okay with just having an out there. Some people, you know, it's great if you feel that way. Like you can have a lockbox and, and put them away or, or do whatever you need to feel comfortable with it. But, but I don't mind absolutely. Like don't take my journal too seriously. Like I hand them to my kids on my airplane ride sometimes and I'm like, here, you know, draw me a little something. And most times they'll [inaudible] most of the times they'll do something and it's fun. It's kind of like a little Easter egg when I get to that page and see a drawing from that them okay. Really it's really fun to, to have that. And then my daughter's Zoe, a couple of her drawings I ended up including in the cosmic journal, actually no, wait, which one? One is like an I that she did on probably a page one or page two.

Jon Vroman ([29:04](#)):

Oh yeah, I see it.

Yanik Silver ([29:05](#)):

Yup, exactly that initial leather and then there's like something called rainbow rules, which I can't remember what, what page number that is, but that was something she wrote when she was like seven or eight [inaudible] and so I actually redrew it from her drawings, so that's her handwriting, but I read you it. That's awesome man.

Jon Vroman ([29:26](#)):

All right guys. I want to take just a quick second to talk about something really important now and know you're listening to the show because you want to level up your game at home, but if you want to take the next step within front row dads, I want you to do something today which is text the words front row dads to three one four six six one seven six, seven three separate words. Front row dads. It's not case sensitive. I want to send you a few things right away. First, I want to send you a recording from a masterclass that I recorded with my good friend and author of the miracle morning, Howe L rod. He's a father of two amazing human beings and we recorded a show called the five habits of a front row. Dad, I want to send that to you because I think it is well worth listening to.

Jon Vroman ([30:03](#)):

Second, I want to give you 45 minutes of a mindblowing conversation that I had with a woman named Kim and NAMI and the show is titled have better sex, hugely popular. This will rock your world and likely your spouses as well. But I want you to have access to this information. Number three, I want to give you access to 1300 other front row dads inside of our Facebook group where you can ask any question, share any win and give any resource that you think could be valuable to the community. And lastly, I want to include you in one email I send out each week. It's short, it's to the point and I pull from my life

experiences along with the insights for more than 135 members of our brotherhood. I want to give you the best of the best in each email. So all you have to do is just text the words front row dads to three one four, six, six, five one seven, six, seven and we will get you started today.

Jon Vroman ([30:56](#)):

What a legacy piece though too. I think this is so great. How important do you think it is for guys to write books, you know, as legacy pieces for their kids? I know not everybody's supposed to write a book, but damn, it's such a great way to share a little bit about your opinions on things. Do you think everybody should do it? Do you think you think there's a lot of guys out there that have a book in them that they should just, whether they're using it for business or not, just getting out there for their kids? Yeah, I think it totally depends on what you want it to be, right? Because I've written books that have taken me two and a half hours that it's like an interview and then I transcribe it and then turn in some and edit it down. I mean, it's more than two and a half hours in total.

Jon Vroman ([31:35](#)):

That's not my legacy book. Right. That was like more of a, a book as a quick little little calling card for a second. Uh, and then the last book that I did that I really felt like I put my heart and soul into. It was about the enterprise. Yeah. It's all about business to make an impact. I think in the knowledge units I wrote something like I've only left guideposts for exactly Zoe. And so I looked at that book as you know, as one of the guideposts that I wanted to leave for them for sure. And then this one just really came out the most inflow thing that I've ever put out there. And for others to do it, I don't know. You know what I've done that I think that everyone absolutely let me shoot as a really strong word but absolutely can do, which, which is really powerful is interview someone.

Jon Vroman ([32:26](#)):

Like, so for instance, I have an interview with my father that I did like to hear his stories about back it back in Russia and, and you know, early on here and then asking him, yeah, just different. And then I have an amazing interview with my uncle who passed a couple of years ago of just his stories from Russia and he was in prison for being a [inaudible] for being a capitalist in Russia and how he was on death row and how he got out of death row like it was. It was incredible. So that kind of legacy piece, I think it is really, really powerful to to have that, that as the on their like and also like the, to me the journals are a legacy piece. You know, it's funny, you're like, you know, at some point you're like, I hope somebody reads them. You're like, I don't know if I want it.

Jon Vroman ([33:09](#)):

I would love to have had, you know, like my great grandfather's journals or something like that. I have those, but I'm not writing my journal from the standpoint of, you know, I'm thinking my kids are going to read them, it's for myself and then created a book. I don't, I don't know. I mean it's a serious undertaking if it's done right. I think people that have done something of merit, a lot of times we get a lot out of that teaching part. You know, I like this continuous loop of like learn, do, teach that continuous loop and you get better at anything that you're doing by actually teaching it. So by putting, you know, is it a book, is it and audio, is it a video? Is it a, you know, something that's that's uniquely yours that you want to hand down at some point.

Jon Vroman ([33:56](#)):

I would totally agree with that, but might not have to be a book. Yeah, I think that's a really good distinction and I'm so glad that you just talked about interviewing your parents because when my grandmother, who I lost last year at 101 five six years ago, I started interviewing her. Every time I would see her, I would take a video camera and I would set it up and I'd ask questions and then when she passed, I shared all that with my mom [inaudible] she was blown away. The stories that I was able to capture it from [inaudible] grandma and ultimately then I think that's just going to be so cool for my kids to have access to that. So I think that's a stellar idea.

Jon Vroman ([34:38](#)):

Yeah. And, and I think it's not only just interviewing your parents, but maybe even interviewing, interviewing each other if you're, if you're married and you could sit down and like interview your spouse, right? Have your spouse interview you. It could even be a fun family activity to like have your kids interview you right at different stages of life and just tell them, you know, and thought about that it could be really fun. So I just liked that idea. And I think what the spirit of it and where you inspire me is that there's lots of ways to, to quote unquote leave a legacy piece where it's on video, it's in a journal, it's in a book. I mean, any time that, I guess you're documenting, you know, in whatever fashion you vibe with and you're creating some type of historical, you know, record of your life. And that's what probably what people crave. You know, at some point is knowing their history. Yeah. And to know the real you and to

Yanik Silver ([35:37](#)):

yeah. Especially if

Yanik Silver ([35:39](#)):

salons in the public eye a little bit like they, they can be looked at, especially even after death, like looked at only positively. I think it's really interesting. Get a full picture. No much more about about them. Yeah. So Yannick, let's talk about that for a second. You lead me down a fun path. So what do people know about you that you're happy that they know that's true about Yonic [inaudible] where do you think that you struggle are working on yourself where people may not know it and I know you're very, so maybe you're so you live openly and in the public eye that [inaudible] there is nothing like that. But uh, but if you did have that chance to say, Hey, this is where, um, you know, I think people are, you know, I'm glad they know this about me, but this is also something they might not know that's healthy for them to know.

Yanik Silver ([36:27](#)):

What a great question. I think more publicly known and what I'm really proud of is this idea of that I have continued to follow this path of like connecting my head, my heart, my higher purpose, and just following my intuition. And, and continuing to, I call it the cosmic alarm clock that went off about maybe 12 years ago. Now. We're doing really, really well on online in the digital marketing space. And you're outside looking in, everything was was great. But if I ask myself a real simple question, which was, am I happy? And the real answer was, was no, she wasn't okay. Felt there's so much more. And, and so that's led me to this path, very meandering evolutionary path of, of continuing to follow that head, heart higher purpose and [inaudible] idea of not even knowing exactly what it was going to turn into. And, and so that's, that's the part that I am proud of because it helped me really realize my bigger why and the bigger why in the companies.

Yanik Silver ([37:28](#)):

The mission has changed the way business is played. And my bigger why personally is to catalyze the catalysts to, uh, to help co-create a better world. Essentially. I call it a catalyst, the catalyst playfully in service of one. And one is, you know, the, the one heart one love one mine here, like the evolutionary one. And the part that I think maybe not everyone really knows or or sees as we, we had a really interesting panel at our last camp Maverick event. We called it a falling asleep in the poppies. And so the whole theme was wizard of Oz. And, and we talked about, you know, your heart and your courage and your brains. And there's one part of wizard of Oz where, where they're going back to the, uh, I think they're about to hit the [inaudible], the Emerald city and the wicked witch. Uh, it creates this whole field of poppies [inaudible]. They fell asleep in their poppies and, and this idea of, of like entrepreneurs falling asleep in some way before they reach their greatest destiny. And so that's something that I've always sorta, I think continued to, to work through

Jon Vroman ([38:36](#)):

as, as like, dislike. You have so much potential. But to make sure that you reach your potential and what is that and like just being really happy with where you are and not continuing to feel like you have to get somewhere else in order to feel like you've reached your potential. It was really Oprah did an interview with the author of the Alchemist. Forget how to say his name, play a little hello. However you say it sounds good to me. Yeah, so my greatest fear is not reaching my greatest destiny. Yeah, that's, you know, that really hits home for me in a big, big way. It's like I feel like I've been given all these tremendous resources and network and connections. What if you don't fully live up to that potential? And so that's something that I continue working through that really drives me because that intention that catalyze the catalyst is a pretty big intention, especially, you know, in service of one and what does that look like?

Jon Vroman ([39:33](#)):

Large, the consciousness of the world is what I'm interested in. [inaudible] wow, that's a beautiful statement. Nudge the consciousness of the world. I liked that a lot. Leverage of business. Yannick, you know, when you think about, I love the evolved enterprise by the way. That's the one that's one of the books that I just thought to myself, man, that's the whole thing that we were trying to do with the front row brand was to bring purpose to what we were doing. That was the ultimate missions. Why front row foundation existed in alignment with front row global cause I didn't want to be the person who is like, wow, I'm just going to try to figure out how to make \$1 billion. And then at the very tail end be like, all right, what do I do with all my money? And then trying to do something of like true meaning to the world.

Jon Vroman ([40:21](#)):

Why was there a disconnect there? Or why did it need to be a one two punch? Why couldn't we figure out how to make a difference along the way? Why can't we, why can't we do that? I know that you're a big fan and Jeff cherries, one of your friends, right? So this conscious capitalism, this purpose economy, this, all of that just lit me up inside. You know? And then I think that part of my evolution also was realizing that not only was that so important that businesses needed to be this agent for change in the world, but that our families did. It hit me that I underestimated the impact of fatherhood when it came to that. So in other words, you're trying to take, I'm trying to take men that are in their thirties forties 50s and help them to create a paradigm that might, it'd be important in solving the world's biggest problems versus like, Hey, I've got these two young souls right in front of me. Right? And then I can, and

I think that you get there, right, about influencing youth in onboarding people onto your team. Like if you onboard somebody properly onto your team, it's a lot easier to be in alignment with each other when you set the stage right from the beginning versus trying to clean it up in the end. And all this to set up question. I'm, I'm taking the long way around to get to the question of what's your take

Yanik Silver ([41:34](#)):

on fatherhood or the family unit being important in solving the world's biggest problems. Just putting that on our businesses. Where do you see the family's responsibility in that? The father's responsibility in that? Yeah, that's, it's a powerful, powerful concept. Two things. One is it brought up something else that you're asking me about. Like, you know, what do I continue to, what I want to work through. One of them is I have this very, very big grand mission and, and no, that's super clear. The intention is super clear and what I don't want to see happen is that I forget about those closest to me, which is my family. Yeah. They don't feel like they are part of that or that they got neglected in some way. Or like, you know, you look at, let's say like a Mandela who obviously had a very big impact in the world, but I don't think his family would say that he was the best dad, uh, in, in many ways.

Yanik Silver ([42:30](#)):

And I don't, I am, I'm like, this is this like interesting paradox and I talk about those in a mob enterprise because I think it is a cool paradox of like, you don't have to just sacrifice making less money in your business to make a greater impact in the world. Like you can actually do both and have a bigger footprint from doing that because that's where this, this seismic shift is going on. Because customers want to buy from companies that have a greater purpose and people want to work for companies that have a greater purpose and you know, a lot of other things happening. And I think at least it's my intention that that can happen to it at home. It's like, to me when my, my greatest joys is that I can be out in the world with these really powerful, interesting people that have high lever and platforms and so forth.

Yanik Silver ([43:14](#)):

But also I can be home helping coach my kid's hockey team and, and helping, uh, you know, my daughter work on her, on her libs for cheer or whatever. So that, that's me is really, really important. So I think there is a tremendous role that fathers play and this idea of, so one thing that [inaudible] was really impactful. We did a recent trip with a, with Branson to his lodge in, in Kenya, and we did a little fireside chat with him. And we do a once a year trip with, with Richard. Uh, that's true to Necker Island typically. But this time we did want it as a Safari and he did a little fireside chat and he said, no, you really need to start drawing these circles. The first circle is around yourself, which is taking care of your own health, your own wholeness. And then the next circle is your family.

Yanik Silver ([43:59](#)):

And then the next circle is your community and extra close your business. And their circle is whatever, keep going bigger and bigger, but you can't have those bigger and bigger ripples of circles. Like you can't serve the world without taking care of that first circle. And actually that first circle yourself, right? Everything has to start with you and making sure that your whole, because you can't pour from an empty cup and you can't be that martyr that gives everything to everyone else. Like you have to be full of yourself. But then it's those around you. And how are you making sure that, that they feel whole and it is a, it's a constant process. It's not a, uh, you know, I, I don't think I have all the answers there for

sure, but, but I, I look at it more from what are my actions that I'm doing that they can see, uh, verse, what am I telling them?

Yanik Silver ([44:42](#)):

Right? So I'll give you one more quick example, John. Like a, I remember a couple of years back when my friends texted me or called me, he's like, he's like, what are you doing? He found that I was doing this skydive from 30,000 feet, which was like a halo, skydive, high altitude, low opening. And he's like, he's like, you got little kids, what are you doing? And I'm like, I'm like, that's actually why I'm doing it. You know? I want them to see that I'm living my life fully and this is something that I'm really okay joyfully expressing who I am by, by going out there and I want them not to play smaller and not to be smaller or whatever it is that, that they can see. And so that's part of it.

Jon Vroman ([45:20](#)):

Yeah. I love that. Joyfully expressing who I am. That just is such a beautiful thought of what does it take to raise kids who joyfully express themselves? That's a wonderful question to sit with, man. I'm going to, I'm going to add that to my journal and explore that a little bit. And even to, to maybe sit with how might my kids view my role right now in joyfully expressing myself. They might have some views on how dad's painfully, painfully fighting through his world, but you know, I'm pretty open with them about when things are going great and when they're not.

Yanik Silver ([46:00](#)):

It's cool when they see stuff. Like I'd like them catching me doing stuff like meditating or catching me yoga or, or you know, just doing things that better out there and, and weird sometimes or that, um, or I'm training for like two years back I did this triathlon that I've, you know, I've never, I've never really ran, I've never biked, you know, I know how to bike and I've never, I know I swim, but I don't swim, swim. And I was training for a triathlon that was going on in Sicily and they could see me training for it. And that was cool too. They're like, okay, this is, you know, dad, what was working on this? And then ultimately he did it. And those, those really cool to, I like when they can see the process. And you know, that's happened also on, on Necker, you know, like I said, we'd go once a year, one year we get this whole brainstorm about sinking in old world war II ship and turning into an artificial reef. And so they could see that literally from the idea conception phase. And then, uh, the next year we came back and we sunk the thing. Like it was a real thing and it had a gigantic crack and attached to it and on top of it. And it was just like, it's cool for them to see something, start as an idea and then turn into totally is real.

Jon Vroman ([47:12](#)):

Yeah. I had this big breakthrough Yannick, uh, not too long ago where I was doing my morning routine in an effort to do what you just talked about, right? So you can't pour from an empty cup. So I was like, I'm going to wake up early, I'm going to give myself this time. And then when my kids show up, I'm going to be ready to rock for them. And that makes tons of sense, by the way, does, and I still do that to some degree. The slight tweak was I was doing everything where they weren't seeing it. So I would get to the end. I remember one time looking back and thinking, I want my kids to read more. How much are they seeing me read? I'm like, I read for 45 minutes before they ever wake up, but they never see me with a book in my head.

Jon Vroman ([47:51](#)):

They never see me meditate. They never see me do yoga. They never see me read. They never see me in that space. I'm always doing it before they're around. And I'm like prompted the, I hope they interrupt me meditating. I hope they interrupt me. Journaling, I hope they interrupt me versus where I used to look at that as the real problem was I needed to find a schedule where they wouldn't interrupt me. Yeah, huge distinction. Yeah, it's really, it's really fun. And then to, so like they want to be involved. I'm like, Hey, you want to, you know, do you want to meditate with me or do you want to do, I mean, I've tried all sorts of things. I'm like five bucks to do it or whatever. And if that doesn't, it doesn't really work. But, but then just seeing it and being around it and well, better tape in the car, getting dressed for hockey or whatever.

Jon Vroman ([48:39](#)):

That's good. That's cool. Oh man, this has been so fun. I, uh, I can think of about a dozen other questions I'd want to ask you, but, uh, I'm gonna, I'm gonna just ask you one to wrap up here and that is, is there anything you want to say man, there's all these dads out there listening who, uh, many of them are going to know your name and what you've done in the respect your business accomplishments. But sure. When it comes to family life, is there anything that you want to say that to have been set? Yeah, I mean I look at myself as a continual work in progress, especially on the, on the family side. It's just like we as dads, I think it's just really beautiful time. Yeah. Because it's now not so much like dads are hands off, you know, that that 1950s kind of like, okay, they're the breadwinner and they come home and they want dinner on the table and, and they're not really engaged with their kids until they have, you know, maybe their, their bourbon and then they just see them for a quick second, Pat their heads and say, okay, how's your day?

Jon Vroman ([49:35](#)):

Like we have this really unique time to start kind of like setting a new archetype, really setting a new way for our kids, engage later on in, in, in the way that they want to be parents and the way that they will show up in relationship. And I saw this, uh, just a little, I guess some the other day we're the new ancestors, so start acting like it or something like that. I'm like, Oh that's pretty good. You know, like this idea that no, because your, your parents are definitely going to set a pattern for you and a stamp on, on what's going on. And the other thing is, is not get too wrapped up in, you know, you want him to be this perfect dad because I have this, this idea that we're going to screw it up no matter what. And they're going to have some reason in groups that we hadn't got. It'd be like, you know, my dad, he used to do yoga but little shorts or something [inaudible] it doesn't matter what we do. There's going to be, yes, he's going to be there. So work through anyway. Well, we've come to it.

Jon Vroman ([50:54](#)):

Just intention of, of wanting to connect and wanting to, to be with them and continue to help them. [inaudible] you know, you caught up on was bet joyful expression. So if we can help them be, be joyfully expressed, then we've done our job. Yeah. This has been fun man. Really, really fun. Thank you. Thank you for the chat. Thanks for the time today. I know you've got a lot on your plate and the fact that you gave us a couple minutes means the world to me and I know that the guys out there listening, it's just cool. It's cool to learn about your world. It's cool to learn about all these little things. I mean I got, I've got a lot of cool notes here man. From being more present, setting up our environment, the 13 silver keys, journaling, Oh, connecting head, heart and purpose and how that might show up with our families.

Jon Vroman ([51:39](#)):

Joyfully expressing ourselves. I mean all of it. It's so cool. Guys out there listening. I hope you go pick up a copy of this cosmic journal. I think it's a cool gift for you. Your spouse, your kids, it's a great thing to leave around and let somebody pick up. It's very engaging. Some books I, you know, I think you pick up and you look at it and you're like, yeah, that doesn't quite capture me visually. This book does a Dell or job at that. And uh, it is so unique. I've never seen anything like it. It's worth getting just by the book and then when you pick it up, you'll know who needs it might be, you might be into somebody else, but you, it'll be obvious that somebody in your world needs a copy of this. And it's the kind of, what I think is so cool about it is that you're mixing Yonic the insights, the thoughtfulness, the triggers, but then you're giving them the place to add there.

Jon Vroman ([52:30](#)):

Mmm. Creativity to the book as well, which I think is awesome. So Bravo to you, man. Well done. My wife is a huge fan, so people been given them away in huge quantities, but also, yeah. Yeah. Well that's been really fun too. It's the best. It's, it's really, really good. So I love it. And here's what I would do. I would say, uh, my gift to our community and a gift to Janek, assuming that you got great value from this show. That's what I'm talking to the guys who love this, the guys who were going to get a copy of this. All I want you to do is just leave a review on the show. If you've already left a review show and I'm going to give you another way to do it. So leave a review on the show or buy your next book, leave a review for him, and then I will send you a gift.

Jon Vroman ([53:17](#)):

So in other words, if you do that, leave a review on this show or on one of your next book, just leave a review somewhere, screenshot it, send it to me, give me your address. I'm going to send you a few surprises in the mail as a thank you for supporting [inaudible] and this project. So I'm going to help spread the word here. There's been a lot of fun, man. Yannick, where do people, first of all, I know this is on Amazon, but uh, where, where should people go connect with you if they want to just learn more about you or camp Maverick?

Jon Vroman ([53:44](#)):

Yeah, Maverick one thousand.com which is our or higher level entrepreneurial group. But uh, I blog occasionally@yaniksilverdotcomyaniksilverdotcomandthencosmicjournal.com they have, there's some limited edition versions of that customer journal available there too. Cool man. Sounds good. Yanik. Thanks for being here buddy. Really appreciate it and I look forward to more. Yeah, absolutely. 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.

Jon Vroman ([54:41](#)):

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](http://frontrowdads.com/facebook) and join the conversation. I'll look forward to connecting with you there.

Speaker 3 ([55:35](#)):

[inaudible].