

Jeffrey Williams ([00:00:00](#)):

Figure out the love language of the people in your life so that they can feel the love that you have for them to know how critical it is to really express that love. And if that's just putting a hand on someone's shoulder or saying it out loud or doing a gesture or figuring out which way that person's going to really know that you are there and that you loved them and care about them for who they are and they don't have to change anything.

Jon Vroman ([00:00:24](#)):

All right, gentlemen, welcome to the front row dads podcast. If you're new here, I'm your host John Vroman and this is the show for family men with businesses. Today's topic is going to be focused around health and who knows wherever else we may take this conversation, but my guest today is Jeffrey Williams. He was, I was introduced to me because of

Jon Vroman ([00:00:44](#)):

one of our fellow front row dads. Somebody, many of you know how L rod, uh, he said, are you need to talk with Jeffrey and uh, I won't give any no spoilers as to what, how said then, cause I'm sure that'll come up. But a little bit about my guest today who's a new friend of mine and so new to many of you in the community I'm sure, but most importantly has been with his wife for 20 years, has four kids ranging from 15 to five. And when we talk about what Jeffrey does professionally, how I see it is, is a developer of the whole human being, just like many of you guys are in real estate out there, you know that you develop land, you take this land and you envision what it could possibly be and you bring all these resources to the table to make it the highest functioning land possible. This serves the most number of people. And my sense is that's what Jeffrey does. He knowledge from a bunch of different places, brings it together and in an effort to develop the whole human being. And I'm excited about this conversation because I want to talk today not only about how we develop ourselves as men, uh, how we support our spouses and how we support our kids, how we support our family, and then ultimately our communities and being the healthiest possible so that we can fulfill our mission in life. Jeffrey, welcome to the show.

Jeffrey Williams ([00:01:55](#)):

Thanks John. So glad to be here.

Jon Vroman ([00:01:57](#)):

So do you, let's just start with something fun here. What can we celebrate in your life right now that's going well? What are you happy about?

Jeffrey Williams ([00:02:06](#)):

Oh man. Well, right now, you know, I'm in the industry of what I would say is our potential to be human. And I have recently been working with the, the initiators of the human potential movement. This organization called Exelon on the coast of big Sur California back in 1962 out of the civil rights movement came this idea, well, there's this human potential. So once we're all equal and our rights and we've stepped into that, well then what's next? And it's stepping into our potential. So I've been, Mmm. I was in China giving a keynote 2018 I ended up meeting the CEO and his wife of Vaseline. Yeah. Just kind of thought partners ever since. And so we're launching some new new ventures to try to bring all these resources and tools like you were talking about into the world and make them accessible to everyone at home on their phones so that people can start to take action, you know, govern their life.

Jeffrey Williams ([00:03:05](#)):

Just like, no, we do as dads, we, we oversee our kids and we're, we're looking at how can we help them make the best choices? How can we help them wake up to the choice that they have and then empower themselves? We do that so well as parents often. And how often are we doing that for ourselves? There's a lot of my work is just helping people wake up to like the responsibility that they inherently have over their life, over the choices they make over the way they decide to feel or respond or show up in the different circumstances and situations. So this venture that I'm exploring or creating right now with Eselin to try to really reach internationally and scale this idea of, Hey, you have power over your life, over your health, over your wellbeing, over your choices, here's a bunch of really [inaudible] easy, accessible, effective tools that you can utilize and just a matter of a couple of minutes a day to make a difference.

Jeffrey Williams ([00:04:02](#)):

How do you spell that? D. E. S. a. L. E. N. got it. Yeah. What does that, what does that mean? Is that a, it's actually the name of the tribe that lived down on that, the native American tribe that lived in that area of big Sur. So this is like on the cliffs of the Pacific ocean with hot Springs and freshwater Springs and the ocean all coming in and out. And so they've been, you know, kind of, I would say that they're really behind a lot of what, why we have meditation and yoga and nutrition and Tai-Chi and things so accessible now, massage, things like that that are like back in the early sixties those were not really that well known and so they were really, hello, get that out in the world and they can incubate these ideas and bring them to scale. Now you can find yoga and massage on every corner in every city.

Jeffrey Williams ([00:04:54](#)):

Yeah. Yup. Absolutely. What do you, what are you excited about right now in the health space? What's really catching your attention? What's either new for you, new for the world, right? What's got you fired up? Well, man, it's what fires me up is really the, it comes back to in our physiology, like this incredible human body and what we have the potential to be as we inhabit it is phenomenal and it's always been interesting to me. And right now it's really about connecting the dots for people around what is whole brain function versus stressed versus a stress state, which is really like not living in your humanness because when you're in stress we drop back into limbic system function or if it's called the hindbrain, it's, you know, in simple terms or we're seeing our life through predator prey game lenses instead of argument lens, which is human lens is much more able to, to see things in bigger pictures, make bigger connections, make meaning.

Jeffrey Williams ([00:05:55](#)):

Whereas most people, I've personally by 30,000 people through a very simple test to show basically a function and structure. So what level of brain function people are in and, and everybody, I mean 99% of people I've tested are in a chronic stress state, which means that they're really not not living into their potential and they're probably making choices much more on a survival basis rather than a value basis or rather than on an inspiration basis. So a lot of what I'm working with people and what's exciting to me is really the research into brain function and the microbiome. It's a really how the gut functions, how these, the guts creating neuro peptides and polypeptides and neuro transmitters generate the kind of thoughts and feelings and or that we have. So I'm kind of, I'm looking at how to make it more accessible and there's a lot of really cool simple understandings and techniques that people can sell applied.

Jeffrey Williams ([00:06:54](#)):

And actually you can use them with your kids. You know, we can bring these things in and start to understand that a lot of the problems we face or not that big of a problem, if we just understood our physiology a little bit, it doesn't take a whole lot. So a couple of things that I want to unpack. So first is you said you tested, uh, thousands of people or this, this, a muscle testing or some other, yeah, so it's both. We call it teaching through testing and it's basically if someone lays on their back, yeah, one hemisphere of our brain, you can do this with your kids, which is great. And I do this quite often because it's, it's interesting to have an insight into how we're, what level we're functioning at. And if we're not optimally functioning, what can we do to shift?

Jeffrey Williams (00:07:36):

Right? So we have one hemisphere that controls the opposite side of the body. The other one controls the other side of the body. So if you lay someone on their back, what happens is if I go lateralize and I only use one side of my brain because I'm stressed out, I'm trying to protect myself, I'm going to have a distortion show up in my body. So my body is actually going to be twisted and distorted, holding a fighter's position. It's subtle, but it's there. It's measurable. So like if I lay somebody down, I can see that one hip is high, right? [inaudible] maybe a document say, Oh you have a short leg, you don't have the short leg. He's like very, very, very rare to have a short leg. But it's not so rare to actually have muscles contracted on one side because you're protecting yourself and so you'll have a shoulder high and the hip high.

Jeffrey Williams (00:08:21):

You don't have strength that's measurably stronger on one side showing you that you're actually in a primitive level of brain function trying to survive like no, literally a stress state. And so my kids grew up with this for instance, and so they know they've learned to self govern themselves cause I'll show them since they were little, Hey know as you can into this side and they have strength on the one contracting side, the other side it's like Ooh, there's no power there. Right? And they go, what? So with kids you have to find out what they're interested in. If it's like, Oh, I'm interested in Spiderman, then you might go, wow, like this sounds really, but this has not like, let's see if we can get you Spiderman strength, you know, work with the kid at whatever level they're at to help them understand that they could be stronger or they could be like stepping into another level of function even as a kid.

Jeffrey Williams (00:09:10):

And so it's super little things, but the body's built in like we're not meant to be sedentary. You know, we've been walking on the planet, we've been squatting next to fires, we've been gathering and hunting and sewing and weaving and all these things. And then all of a sudden we sit in front of computer screens or TVs and we sit in cars all day. So the body isn't designed to be staggering like that. So it's really simple of movement kind of stuff. But since this hemisphere controls this side of the body, and this one controls this side of the body, I can, I've got, I've developed movement systems and I've inherited movement systems that help us [inaudible] optimize. If we just simply take one hand, cross the midline, and then cross the other Midland cross, the other Midland cross, the other Midland, I'm forcing these two hemispheres to talk and pretty quickly the brains, Oh, there's no tiger chasing me.

Jeffrey Williams (00:09:56):

Why am I holding a stress stance? Why am I in survival mode? And so you're, you're able to get a physiological shift into a more optimal state of brain function in the body follows. And so [inaudible] and then afterwards doing something like that or even stimulating, um, certain places on the head, wait very

gently, but just like, because we're [inaudible] whereas input response system. So if I can stimulate a little bit of signal to your system, your system is going to respond. Movement, does it touch, does it breathing does it. So we have all of these super simple things that we're all doing all the time, but most people aren't thinking about them. And if you just bring a little awareness to them, you can actually shift your state and make better choices and show up better and more presently and inspired in your life. And is all that in articulation of what you said earlier about whole brain function.

Jeffrey Williams ([00:10:49](#)):

Totally. Yeah. So, so that you're not just operating out of one hemisphere of the brain, but you're tapping into the full functionality of your brain. Yeah. Okay, cool. And people who couldn't see you, what you were doing a moment ago, you were just almost like touching your left shoulder with your right hand and then vice versa. Right. Your right shoulder with your left hand and going back and forth. Yeah. Are there other practical ways that that somebody could, if they want it, activate all parts of their brain and be fully functioning? What are some easy to do? I can do at home right now today type of activities to all aspects of the human brain. Yeah. Well, I've kind of backed in premium 20 years ago or so, I came up with this idea of there's like six really simple things that we all do. We all moved, we all breathe, we all sound or voice or express ourselves.

Jeffrey Williams ([00:11:45](#)):

We all rest, we all nourish and we all hydrate. So if we can bring awareness to those areas, move breeds, sound, rest, nourish, hydrate, we can all have an impact [inaudible] our life. And so something you could do at home and anyone can do is just start to make the connection. I'd love to talk about breath because it's the simplest one. You don't have to have much space. You know, you don't have to have a big room to move around or you don't have to necessarily have someone that therapist or coach or someone else. You can just see that for every state that you're in, whether you're in anxiety, depression, you're excited, you're overwhelmed, there's a matching breaths that your body's doing naturally. Everyone can understand that if they've ever been in some terror, a really scary situation. And notice whether they're breathing, they're like, you know, you're barely breathing or you might be, you might actually, what about running?

Jeffrey Williams ([00:12:39](#)):

You know, you got, you got to deepen the breath and like you're going to make that did the long distance run. You're going to have to change your breath. So it's all really common sense. But people don't necessarily take the time and effort to just go, well, I feel this way. Right? So the metaphor I like to use is that we can watch our breath like a television screen, right? And it's the TV is going to show us what's happening inside of us just by watching someone's breath. And I've been like laying people down for [inaudible] years, like, and do just watching them breathe. And so you can make all these observations and tell a lot about that person just by the way they're breathing. And the cool thing is, is that this isn't autonomic system, right? You don't have to think about breathing, it just happens.

Jeffrey Williams ([00:13:23](#)):

But what other system in your life automatic and do you have control? So we also have a remote control. So I can watch the TV and I can be like, today I'm really upset right now and I'm going to just quick the station different. I'm going to breathe, I'm going to slow my breath. I'm going to breathe now eight seconds on my inhale and I'm going to breathe eight seconds on my Xcel and watch the state change that follows, right? So this is a system that we can govern, although it's automatic, which is super

rare amongst systems, and it's just one that we work with our kids from the beginning. We're giving them gifts that's going to last a lifetime. If they can understand that, man, the way I feel is being represented a mirror by the way I breathe and now I could actually, Oh, this is really uncomfortable and this is really scary, or I got to get on stage and make this presentation anyways, or whatever the thing is that's on there.

Jeffrey Williams ([00:14:18](#)):

I'm about to race on the swimming team. I'm on the blocks, right? If I can know that I can actually do something to get myself more power, more clarity, more inspiration, more productivity, and do it, what's a better gift? Right? What's a better thing I could give my friends, my family, my kids, my loved one, my spouse. It's just say, Hey, it's not like it's that crazy. Right. By my grandma used to say council 10 you know, it's like, Hey, you're good. You're losing it counts and tan. It's like or take three deep breaths. This isn't like that race. Right. It's super simple.

Jon Vroman ([00:14:52](#)):

Yeah. It's massively powerful and impactful massively. You know as you say all that. I think back to several times, I'll just say recently cause I don't know exactly when this all started but I caught myself holding my breath when I was looking at social media. Yeah. Like I would be looking at Instagram or Facebook or whatever and then I would catch myself like, like all this like gas for air because I wasn't breathing. I was almost holding my breath as I was scrolling through the feed. I, it was interesting. I was fascinated at that. The fact that I caught that about myself. Yeah. What a great observation. The fact that you, I observed it and actually did something about it is huge because that's happening to everybody all day. And it's not only that, the more you breathe, like a simple way to put it is like we live this human body is a flow system.

Jon Vroman ([00:15:45](#)):

It's a dynamic closed system. There's a whole bunch of clothes, you got your nervous system flow, your circulatory flow, your lymphatic flow, and all of this stuff needs to have dynamic activity. So it needs to flow out and flow back. It's all, you know, it's just like waves of the ocean. But what happens if we stop breathing, we start to stagnate, we can track in the body and we have, it just starts to impact our whole physiology and the quality of our experience. And so you being able to catch that, there's combinations like, Oh, can I start breathing again? And the next is just to relax, relax the body. Because the body, it's going to restore flow. The more you relax, then does the most difficult thing to do in this human experience is just to relax and to overcome the addiction to doing. Yes.

Jon Vroman ([00:16:31](#)):

So addictive, figuring it out. So working it out. Yeah. Yeah. I want to talk about that for a minute. Let's talk about sleep and let's talk about rest and rejuvenation because I think, you know, I feel looking back on my life over a decade that there were definitely moments where I was super stressed and in denial about it. There was a couple of like eyeopening experiences like blood tests that indicated that I wasn't Bulletproof and that I needed to pay attention to my, you know, I had low hemoglobin, low iron height, a wreath, recite sedimentation rate, which for anybody listening means just a marker that said I have inflammation in the body. And ultimately all that led to making some some changes. You're being focused in an in resting in a way that I haven't before because I started to see that my hard charging mentality was certainly served me in some ways and it was hurting me and others. [inaudible]

Jon Vroman ([00:17:32](#)):

right. So I want to talk about, I want to get your, take Jeffrey on how we dial it down and why that's important. Especially for the hard charging entrepreneurial minded type of guys that are go, go, go right make maximize the most of our lives, make the most of every. And one of the things I'll share with you and with you know, anybody listening today that I think my own personal experience, this isn't advice, it's just what happened to me. So about a year ago I started paying attention to my sleep through the aura ring. Right? For anybody listening has ever heard me talk about this. It's O U R a but it just tracks my tracks, my sleep tracks, my body temperature, my HRV, my heart rate variability, all those things. And I've played with and experimented with all different forms of trying to get better rest right over the last year cause I've noticed trends I've watched, I've paid attention and I've picked up on certain things.

Jon Vroman ([00:18:26](#)):

And yeah, of course, like the things that we've are tend to be really popular right now, like blue blocking glasses or CBD oil and things like that. I've had some wins along the way with those, but one of the things, my personal account for this, Jeffrey, is that one of the things that's made biggest difference in my sleep [inaudible] being in nature [inaudible] I noticed the trend that when I went on a camping trip with my son, right. The more that I'm in tune with nature, the more my sleep is reflected in that and the more that I would sit around the campfire out back versus around the TV in the living room. Right. The more, the more that I get out and go for walks and runs outside, the more the experience that I have connecting and that part of my life has made the biggest difference.

Jon Vroman ([00:19:19](#)):

So I just wanted to share that with our listeners as a personal account for a little setup for ultimately a question for you. It says, what have you noticed in your personal experience, in your practice as it relates to rest, sleep, rejuvenation with these particularly go get our type of guys, what's working and where are they? Maybe where are they challenged? That's a huge question and it's, I mean, even in I'm in this industry and as a dad, you know, having four kids, having a spouse and having a lot of clients, what happens is for me it was about [inaudible]. My nature is to, to take care of people and to accommodate their needs. And so what happened is just over time it's easy to get out of balance, right? If these things are all about keeping in balance, whether it's mentally or it's physically, I think that you're onto it with this nature thing because the way that I keep the balance for myself is that I retreat [inaudible]. I actually take people on retreat and I set it up so that I can retreat at the same time. And those retreats are always taking people into nature. I believe that here we are like we are, this human indigenous environment is planet earth and we've spent millions and millions of years evolving and learning and adapting and growing while with nature and then all of a sudden we decided to all move to cities and live in type boxes and and so we're going to throw off our circadian

Jeffrey Williams ([00:20:48](#)):

rhythms. We're going to throw off our bio rhythms. W we live with a calendar that makes nature seem erratic, right? We got it 31 days, 28 days, 30 days, 30 ones and he's like, but it's not right. We have 13 moons a year. We have, you know, there's just people everywhere. We have a lot of, a lot of work to do to sort of come back into our nature and that I find that people accelerate, they're healing and accelerate back to their center and balanced when they get into nature. I take people to what I call nature on high zones, some places, old growth, forest, hot Springs, Springwater high mountains. I take people to these places because I feel like their acceleration zones where we can actually get on our own

two feet and get back in balance and get clarity around what are the types of things that I'm going to have to apply.

Jeffrey Williams ([00:21:41](#)):

So when we're there and we can get clarity, you know, it's like especially so I take people to these places and we do a lot of movement. We do a lot of breathing, we do a lot of voice expressing [inaudible] breast deeply. We get back into rhythms. One of the things that I find the most effective to get your body and to get our kids' bodies to trust them enough to not be stressed. We were talking about how it'd be not be stressed, right? Stress is, I mean now even the world health organization is acknowledging that stress is a causal level of [inaudible]. Every condition. There isn't something that we could experience this disease or a pathology or that we won't be experiencing because of stress has impact, right? And so the more we can create the rhythms in our life that our body can trust, the more we're likely to come out of stress.

Jeffrey Williams ([00:22:30](#)):

So one of the things is like having meals at the same time every day, right? We do this for our kids often, but as dads or entrepreneurs, we'll skip lunch or will skip breakfast or we'll just push all day. We'll drink another cup of coffee, right? And what we're doing is we're actually just burning out our engine and on top of that we're going to go home and we're going to go straight to work to like take care of the kids and take care of the spouse, help with the dishes and do bedtimes and all the things that we're committed to. It really helps when we can establish rhythm. So nature has a rhythm, right? The sun comes up and the sun goes down and the birds come out and they eat at certain times. There's all these rhythms that happen everywhere and we're often ignoring those rhythms, acting like we're outside of them.

Jeffrey Williams ([00:23:15](#)):

But our body physiology is actually rhythmic as well. So we'll release bile. At the same time every day our stomach will start to produce acid thinking. You're going to eat breakfast, you eat breakfast at 7:00 AM every morning. You better believe the stomach's already prepared. Enzymes are already coming out of your mouth. Stomach's producing acid. The liver and pancreas are producing enzymes and bile. Everything's like, yo, all right, here we come. And then if you skip breakfast, that ass is going to burn a hole in your system eventually. Right? And so it's going to cause you even problems, ulcers, et cetera, all the stress, the heartburn, all that stuff is just literally us bringing ourselves into kinship with the relation or the rhythms that are already happening in our life. We do it for our kids. We know that there are better. I mean how many times have you let your kids stay up late or they dinner at 10 o'clock instead of at six o'clock and you've watched the behavior change, you've watched it.

Jeffrey Williams ([00:24:07](#)):

It's like outbreak and mass now, right? Total wreck. Yeah, so it just gives you an idea. [inaudible] what we can do for ourselves is actually established rhythm, whether that's meditation or eating at the same time or taking a break. Yeah. Or drinking water or taking a walk. It's all critical. You've got to set up your rhythm. And I think that for me, and I would guess it, a lot of guys can relate to this as like my need for variety, right? Like sometimes I break the rhythm just because I need variety. Oh yeah. Right. Just to shake things up and give me that sense of adventure or something new or whatever. I don't know. What's your experience with all your clients about striking the balance between [inaudible] Hey look, you know, do this thing consistently because it works and yeah, at the same time don't get trapped in

something that will make you feel like, well, that's the way I've always done it, so that's the way I'm going to do it.

Jeffrey Williams (00:25:03):

Right. How do we stay open and flexible to new approaches, new ideas, testing different variables and at the same time find our rhythms and stick in sync. Yeah. Well, maybe that [inaudible] found one. You have to really see what inspires that person. I think any sort of prescriptive stuff typically doesn't last, right? Because if I tell someone, Hey, you should do this because it works. It's really what I'm saying is, Hey, I did this. It worked for me. But everyone's different. Everyone's like that unique thumbprint. And so they have their own set of values and they have their own things that inspire them. And so it may be that, Oh, for them, I might be introducing the [inaudible], the concepts, and then really inviting them, asking the questions. So what are you ready to commit to? Or what do you think is going to work for you?

Jeffrey Williams (00:25:53):

And I think you're right about this idea of like, I need to break the pattern. I need to come out of [inaudible] normalcy. I need to break it up and have something new. But there's ways to do that. There's ways to inspire yourself, make different choices, and still have rhythms. And so that could be, Hey, for the next three weeks, I'm going to try this intermittent fasting thing. And so you're making a commitment and you're going to try to hold it for the period of time so that you're making, it's a change, but it's still, now you're just establishing a little different rhythm or maybe like, I know I've tried every different type of nourishing myself diet or whatever you want to call it over the years and you can within the rhythm of like, I'm still going to eat these meals every day or I'm going to pick, I'm going to eat two meals.

Jeffrey Williams (00:26:40):

I might change what I eat over. I might change up what it is like. It's like I'm not going to eat the same Turkey sandwich every day because I think you're right about that. There's a little bit of of their stagnation in that. Even though there's rhythm and there's something that could be beneficial, there's also a lot of stagnation. Just put the same thing in every day. Yeah. The body might be looking for different fuel and you can see it with your kids. The kids don't want the same thing every day. Yeah. Like mine though. Well let's stick with that for a second. I wanted to transition to the kids. So you know, as somebody who spends your life, your career, your profession is helping people to reclaim their health, to build their health, find this whole functioning, being that that's is ready to emerge. When you look at your kids, what happens in the Williams household, right?

Jeffrey Williams (00:27:31):

What are you typically either screening for? What are you hyper aware of? What are you looking out for? You know, like what type of monitoring systems do you have in place? A specifically, what I mean is do you do blood tests for your kids? Are you, do you have a routine of taking them to the doctor and then also take this wherever you want. Cause this is a gigantic question, but you know, and then also what are some of your typical routines or rituals with your kids? Like these are the things, these are the staples in our home with our kids as it relates to what we do. Those are really good questions. I mean, first I want to start out missing. Okay. What I've noticed in my household, you know, these are for kids coming out of the same genetic makeup. They are all for wildly different with [inaudible] wildly different.

Jeffrey Williams (00:28:18):

Yeah. Uh, values and inspirations and things that make them excited or you know, get them going. So one of the challenges I find, and I see it a lot in most families is that, you know, there's these kind of, there's a tendency of her siblings to compare each other and bicker and you know, do this thing like I have, my oldest is very, I would call him very intellectual like Shane red and just reads and reads. We'd have to go for awhile if she's now in high school, but up to high school we had to go to the library like two or three times a week for stacks of books cause she was just like Downing books, like you know, ancient history and mystery and all sorts of stuff. Whereas [inaudible] then the next one, I mean like good and get her to read anything cause she didn't have to read but she doesn't care.

Jeffrey Williams (00:29:04):

She just wants to go outside. Right. She wanted a horse, she wanted animals and like just like that's her thing. And so the internal dynamics [inaudible] that she's comparing herself to her big sister like, Oh, I'm dumb and I'm this and, and the other one's kind of like, yeah, you're, you are dumb. You know, I read it. There's a tendency or these dynamics that play out. [inaudible] one of the things I've found to be most useful was recognizing that each of us, and this starts very, very, very early on, is that each of us has a unique set of values or priorities and these aren't the kind of like social etiquette things like, Oh, I'm looking for peace or know I'm looking for connection. I'm looking for the actual things and inspire like inspired actions that turn them on. My oldest is way turned on now by dance and by academics and friendship.

Jeffrey Williams (00:29:58):

We, my second one, she just really wants to be outside, would probably go camping. She would go [inaudible] chance she got, she wants to ride horses. So one of the big challenges is to look at, this is kind of going off the topic a little bit. I think of what you asked. I want it, want to bring it up because I think parents do. We can do the same thing. We'll often compare like, man, my oldest gets straight A's has no problem. My second one is struggling to get any assignments done. And so we start stressing out, can we go, Oh no, what are we going to do? What do we need to get their tutors? What are you going to do to make this work and understand about human behavior? Is that every human behavior, no matter if you're a baby or you're an adult or you're an elder, yes.

Jeffrey Williams (00:30:43):

Every human being behavior is being driven by a set of values and set of needs, right? We want to fulfill our values and the values are, are typically things that come out of the things that we perceive as missing. But then we have that hierarchy of needs. You ever heard of Abraham Maslow hierarchy of needs, right? Yeah. Uh, well it turns out he was my uncle, but that's a side South side topic. Stop. Are you serious? Yeah, no. Yeah. And I didn't even know, like my mom told me this after I had been deep down in like Maslow's hierarchy and like making connections to our physiology and all sorts of stuff. That's your uncle, right? And I'm like shut up really wild story. But that hierarchy of needs really comes into place because you may want to have an impact in the world, right that and be an author or something and have this huge impact.

Jeffrey Williams (00:31:36):

But if you have one of those physiological needs not being met, all of a sudden your behaviors are going to be much different. You aren't going to be looking like you're here as an author to inspire a million people. You might do some really interesting things to make sure that your physiological needs are

being met. Well your kids are doing the same thing. And so it's a really and really interesting discovery process to figure out what their values are, what the aligned actions are. Like. One is reading books, the other is being with horses and riding horses and then underneath that no their needs. So like behavioral stuff that comes up. First question is, okay, have they been fed? Are they warm enough? No. All those base physiological needs. Next level is those social needs. It's like, wow, are they, are they feeling seen? Are they feeling dismissed?

Jeffrey Williams (00:32:23):

Do they feel included or excluded looking at needs? Is it really fast tracking to understanding our children's behavior and each other's behavior, right. With our spouse or whoever [inaudible] to come back to the value thing. It was the example I used with or used with my second daughter was I couldn't get her to do any math. I knew she could do it, but it was just like I'd sit down and then she'd drift off on a drop horse, you know? And so we got a horse, which wasn't insane. But then what happened was I started to use that as the bridge. It's math. So I'd be like, Hey, did you feed the horse this morning? She's like, yeah, like how many flakes? She's like, two. And I'm like, you know the feed two. Oh, how many flakes do you think are in a bale? She's like, I dunno, I've got to go find out.

Jeffrey Williams (00:33:10):

So she went outside and like kind of love. She came back and she was like, there's 25 flakes in there or something like that. Right. And so I go, okay, great. So how many flakes did you feed her this morning to feed her at night? Okay, okay, so how many is that a day? Four, right? Well, how many days a week are there? Seven. Well, how many flakes is it going to take to feed this horse every week? She just did the math or 28 flakes. [inaudible] Oh, so it's about a bail per week then, right? And she's like, yeah, totally. How much did it that bail costs? You know, she's like 21 and nine. Right? And like, great, well let's find out how much this costs a day to feed the horse. Right. So she's like all of a sudden engaged because in her area of value and interest and inspiration, she's a genius.

Jeffrey Williams (00:33:55):

Everyone's a genius in their area of interest and of what they actually care about. Everyone's going to have add about stuff. They don't care about your kids. Everyone's going to have add somewhere in the areas of least interest and low priority that you don't value. You've got ADHD, you've got ADHD. It's no, you're no different. This isn't a disease. This is a problem of us as adults not identifying. Yeah, and helping them link the things that are being asked of them to the things that are important. It's the same goes with my clients as adults, people who are having disease, whether it's a pathogen or a pathology or symptoms of some sort. This is all just feedback right from the brilliance of our life. Say I'm not connected to what I care about and I'm trying to do a whole bunch of stuff as low priority, low value that I don't care about.

Jeffrey Williams (00:34:43):

No wonder. I feel like crap. No wonder I'm procrastinating and hesitating and frustrated. It's just like it's common sense. We actually understand the physiology of human behavior and we start to connect it to the consciousness that's happening inside of each of us and that's individually, everyone's got their own consciousness, which is has a set of values and it has needs. And if we can start to look at our kids in those ways, that's where we link it back into the, at my house, we really look at like what inspires each of them and try to help them connect what they're required to do at school or what the chores are required to do at home to the things they love. They, there's meaning in it, you know, so it's like, Oh,

this is meaningful and now it actually has an impact and they're more likely to retain the information and the skill set. 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,

Jon Vroman ([00:35:38](#)):

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 1466517673 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 is 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. Second, I want to give you 45 minutes of a mind blowing 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.

Jon Vroman ([00:36:25](#)):

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 (314) 665-1767 and we will get you started today. You know, that's really cool. I like how you backed in there man, because this concept of connecting healthy habits in general, we used the horses and the math, right? It's like if it's connecting healthy habits to true passions, I think there's a real opportunity there for all of us.

Jon Vroman ([00:37:20](#)):

Every area, whatever we're talking about, it's just connecting the dots. It brings up a couple of thoughts for me. One is my buddy Matthew Kelly, who wrote a book called the dream manager, and this, the concept of that book was that every business owner can benefit from knowing their employees dreams, even if their dream doesn't relate to the business in any way, shape or form. But just having somebody on your team that's lit up about a dream, right, and finding the connections, like how does your work help you live out your dream. One of the easiest ways is if you have a team. Many of the guys who listen to this show have their own businesses, their own teams, but knowing what people's dreams are and then having them share their dreams amongst each other. People will be more excited to show up to work when their coworkers know what their dreams are and ask them about it. Hey, how's it going with that dream? You know? Then their their workplace, no matter what they're doing, if they're building widgets, they still view it as a place that's in support of their biggest dream. Right? Yeah. Even if somebody is asking them about it, but this idea of connecting [inaudible] what fires us up to healthy habits is a, is really cool. I'm reading a book right now called free to learn and this this about

Jeffrey Williams ([00:38:36](#)):

unschooling or just not trying to [inaudible] every child into this like this is what you should know at this age and this is what you have to do, be doing in order to be successful, but, but really the same, same concept, right. Just tracking. It's really listening. Truly seeing your child for who they are. Same with your spouse too, right? Truly seeing your spouse. What's going on. Tatiana and I just came out of a session

the other day with our a car counselor coach. It was all about truly seeing the person right and getting in alignment with them. When you hear the word alignment, is that one that you use a lot? Do you? I use it every day. All day, yeah. To speak to that for a moment, like how do you know when things are aligned and when things aren't aligned? What are the, what flags go up?

Jeffrey Williams ([00:39:30](#)):

That's a brilliant question. And it leads into this idea of like, kind of like watching with the kids is starting to see instead of steam things [inaudible] being wrong all the time. You know, this is something that I see with my clients regularly is, is that there's a tendency to be like, Oh my God, I'm depressed. Why am I depressed? This is horrible. Right? Or is that depression? Brilliant feedback from your consciousness and from your life trying to get you back into alignment with what you care about. Right. So a lot of times when we're in linked us back to the brain function thing, cause I think this is really interesting and important, but when we're in the stress state, when we're stuck in that like survival mode, we get caught into this delusion. Yeah, we get played on commerce places big time. If you look at all the ads and you look at all the commerce, it's all about seek pleasure, avoid pain.

Jeffrey Williams ([00:40:24](#)):

Right? But that's actually an animalistic survival tactic. And so it's kind of what happens is we tend to dream up these fantasy infatuation dreams. Oh, our life is going to be all good one day. If I just do these things and finally my wife will stop Pickering with me or she'll stop complaining or I'll stop feeling frustrated. [inaudible] [inaudible] throw that out right now and in for our kids to help them understand that life is a 50 50 everything's balanced. I think like the light in the dark, like the good and the bad, the up and the down, the benefit and the drawback, all these things are balanced and they'll be balanced into eternity. That's just how creation works. That's how life works, but we tend to latch onto this idea of like, like when I get there, then finally I'll feel this, which is kind of like thinking that all I want to do is be around people that support me and I want to get away from people that challenge me.

Jeffrey Williams ([00:41:21](#)):

Yeah, you're in a relationship. How long have you been married in a relationship for a while? You know [inaudible], that's just a bunch of BS. You're never, your life's never just going to be a hundred percent support. In fact, you would be bored out of your gourd if you didn't have her challenging you and checking you and like seeing if she can pull the rug out from underneath you. Is her nature to see it is my man standing on his own two feet? Is you really clear about this? Is he really grounded and confident in certain? That's what they do? That's the brilliance of them and yet most people go to counseling for it. Why? My wife's always complaining. That's, that's the brilliance of being in relationship is that this is a person who loves you enough to check you and alignment back to alignment. If you are, find yourself doing a bunch of things where you're just like, you're not persevering.

Jeffrey Williams ([00:42:13](#)):

You're not. You know, you're, you're taken down and out by the challenge, then you're probably not in alignment with yourself with who you are. Because people who are aligned to what they actually care about their highest value or priority, they will overcome both challenge and support. Equally [inaudible] you'll move through those obstacles. You'll see them as growth opportunities to be challenged or to meet, you know, to meet something that's trying to inhibit the path. Whereas if you're doing something that someone else wants you to do, some value that someone injected into you and you took on and now you're trying to live it out, you'll wonder why I said, gosh, I can't handle the challenges. Right? I

can't, I can't handle. It's just not inspiring. Right? So there's the key factors are to know that around the things, when you're in alignment with what you care about, you're going to have more inspiration.

Jeffrey Williams ([00:42:59](#)):

You're going to have more ability to persevere and overcome obstacles. You're going to want to get creative and there's not much else to it. You know, we really [inaudible] this is systemic through our society. Is that right? We've all taken on other people's values and put them on a pedestal and we're trying to live them out. But we're all equally valuable in what we care about. And so the idea in a relationship, whether it's your kid or your spouse, how can I actually love you? How can they first figure out who you are with you? You know, I have a process. I take this into couples. I take this into individuals. I go into organizations and do similar to what your buddy Matsi does. And if I go into organizations and we do values, determination for all the individuals, and we look at the organization has organism too, and we go, what are the values of this organization?

Jeffrey Williams ([00:43:46](#)):

And we actually start to look at how to link the priorities of the individuals to the priorities of the organization so that people come and they stay inspired. And there's questions being asked by management and leadership all the time, like, well, how does this, how does making this widget help you fulfill your value of being a family man? You know? And if it's like [inaudible] the beautiful thing is, is that the human mind is willing to make meaning if it's asked the right questions. So by asking that question, they might be like, well, I wouldn't have a house for my family if I didn't show up and make widgets wouldn't have this. Uh, you know, that the benefits and I wouldn't have the free time on the weekends to go camping. And I wouldn't, you can start to answer that question. The more you answer it, the more engaged and inspired and productive and creative you're going to be in your job and that going to get the benefit.

Jeffrey Williams ([00:44:33](#)):

Yup. So the same thing goes with the relationship, right? It's you find out what I can give you some real, like a real, as real authentic experience from my own relationship, which is that I'm, that my wife, when I was 21 and she was 20 and we were like, and university of Oregon, we were doing like urban farming and doing all this stuff. And so one of the things as I grew my businesses and started to really do all this other stuff, one of the biggest things, I'm here, like this shit that that lacked that I get all the time. Well, we're not even farming anymore. I thought we'd signed up for this. Like we're gonna, you know, grow our own food. And I'm like, I totally loved her and my own food, but I haven't figured out how to make [inaudible] the \$15,000 a month that I need to make.

Jeffrey Williams ([00:45:17](#)):

Hey for all of this, right? There's like a device division happening in our relationship because I'm not farming, but I'm going to judge job. And so with these questions that I work with people, it turned out that, so she finally agreed, okay, fine, I'll do your questions. You know, because your life demonstrates what you care about. It's not like a mystery or a fantasy or like some great dang on a mountaintop. You already are demonstrating exactly what you care about. You just have to know the right questions. Yeah. With her. It came down to, first off, it was like farming didn't even show up as a single answer for her, right? So it was like, that was kind of a wake up call. I was like, Oh my gosh, I actually don't value that. Why are we bickering about this thing? Right. But what did come up was she's an actress and singer and a dancer.

Jeffrey Williams ([00:46:05](#)):

So her art was actually number one. Her health was number two and the kids were number three in her values. And it had changed, you know, like kids had been number one. As the kids got older, she was like, wait, I really want it to my art. I want to be on stage and act. So as a spouse, then the idea is if I know what your top three things are, like this is what you're eating, this is what inspires you. This is what fulfills you. I'm going to do, I'm committing myself, my relationship to both support you and challenge you to do those things. And so what I would, but I made the commitment was, okay, look, every time there's an audition or a rehearsal, I got the kids or I'll make sure that, you know, grandparents are babysitters taken care of. What does it mean for you to do you have health as your top bracket value?

Jeffrey Williams ([00:46:51](#)):

And she's like, well I need to go to Pilates or yoga every day and I need to have, you know, the best organic fresh food in the house. Cause my dad's pretty, you know, strict and I was like, done. I commit, I'm committed to that. And then third, it's like the kids, great. I'm committed to that. So instead of getting caught up in dramas around the little things that actually aren't high value, I committed to, Hey, you know what you just said, you know, you're not going to go to yoga today. I'm challenging you. Are you sure? Because that's usually part of your health thing that makes you feel inspired and engaged in the lives. And then she goes, you're right. I was telling myself I was too busy. I was like, Nope, that's a top priority. So I'll come. I'll get off work at four every day so that you can get to [inaudible] by four 30 I'm committed to challenge you and support you in these things.

Jeffrey Williams ([00:47:37](#)):

Right? And so [inaudible] vice versa. Then it was like, well, I'm committed to teaching and facilitating empty, committed to traveling to do these things. I know that's hard on you, but how can we figure out what it is? A way in which you can support and challenge me to do those things. Okay. You know, and I know with kids in relationship with the bills and all the stresses, the first thing we'll do, just like we talked about earlier, your dad gets out of balance because he's compromising his own needs, his own priorities to accommodate everybody else. But ultimately that bites and it hurts and that shows up as disease or that shows up as a stress or a psychotic break or something else. And so if you can understand what that is and your family dynamic, whether it's okay, yeah, organization or your own family organization, you find out what's top priority for your kids and you commit to that.

Jeffrey Williams ([00:48:27](#)):

Okay. Like it. My kid loved dance. Okay, great. What kind of dance and what classes? Let's figure out which ones and I'm going to commit to getting you there. I'm going to challenge you then to really Excel and dance. If you love dance or Hey, you really want a horse, I can't afford a horse right now, but if you save up, I'll match your funds and so am I. 11 year old last year, you know, she'd saved money and saved money. Went and worked for grandparents cause she's inspired and motivated by the things you loved and so she saved like 600 bucks and I matched that and we bought a horse to be able to meet. Wait a minute, you can buy a horse for 1200 bucks. I'm going to buy one today.

Jeffrey Williams ([00:49:08](#)):

Exactly. Yeah, so that's hope that answers some of your questions. It's like, Oh, I love it. Yeah. You know, what I wrote down in my notes here was that, you know, too, my personal takeaway is that I need to go back to really understanding what the top three values are for my wife and my kids to try to understand

that whatever level is possible, you know, with my five-year-old understanding what he values as an example, which I think I'm pretty good idea, but, but then to examine my level of commitment to their top three needs. Yeah. I, I don't know, like I'm sitting here, I'm just asking myself like, what are Tatiana's [inaudible] values, right? Her needs to feel ultimately fulfilled and how committed am I? Like not just [inaudible], it's not just staying out of her way, but actually supporting her, right. Being, being on her team with those things.

Jeffrey Williams (00:50:03):

It's just interesting. Like, I haven't really, okay. I need to go back to that. Yeah. That's really good. I think it's the key to an actual caring and loving relationship. Yeah. Because if I just think the, whatever's important to me is the most important thing. And you should think it's important too. That's careless. Right? But if I, maybe I'm infatuated with my wife and I'm like, Oh my God, everything that's important about for is the most important thing. Now I'm tiptoeing around. That's careful. That's not caring though. And so to Foley, figure out and take the time to discover with your loved ones, what they actually care about and then commit to, Hey, I love you for exactly who you are and who you're not, and I'm not trying to change you. In fact, what for me, I call myself a transformation artist and people go, what the heck does that mean?

Jeffrey Williams (00:50:52):

And a lot of people think of transformation is change. My take on it is that transformation doesn't change us. It reveals us. The work we have to do is to reveal what we actually care about, reveal what lights us up and inspires us. And then to be transparent enough to share that with people we love so they can actually love us for who we are, not what we think they want us to be or some other version of what someone else wants us to be or what the media wants us to be. Yeah. Instead stepping into knowing that you are whatever this is the consciousness, having a human experience and that consciousness came here to fulfill itself to grow and transform. But that's not about change. It's more about the stripping away to reveal who you really are. And if we can provide an environment in which our kids feel safe being themselves from beginning and that's, they know that whatever they actually care about, they're going to be loved for, and then we could actually both challenge them and support them to be that.

Jeffrey Williams (00:51:52):

That's how we get a better future, you know, as a bunch of people who are actually inspired, engaged and productive in their life and doing what they love. Because the more you fill your life with the things you love, the more you love your life. Yeah. Jeffrey, what did you struggle with in 2019 and how did you overcome it relating to your family, you know, or your relationship with your wife or your kids? Ah, that's deep. The most difficult year of my life I would say. Oh wow. Yeah. I never have had quite a year like that. Well, I began the year with having like an allergic reaction. That's [inaudible] we started around the holidays 2018. Yeah, it showed up as like a rash on my arms and I was like, what is going on? It took a few months figured out I was having, my oldest daughter got some Persian cats that lived in doors and so I really felt like that was a big part.

Jeffrey Williams (00:52:45):

Uh, what was going on and that helped. We ended up, no getting rid of the cats and like replacing the carpets and stuff like that, but it actually like depleted my system. I think my immune system had been on overdrive for maybe a year since she had gotten the cats and it finally showed up as like I'm

saturated, like I can't do Persian cats or something. [inaudible] [inaudible] it took a lot out of me and, and it rippled into my relationship. It rippled into my business. It rippled into everything because once you're in, I mean I get this cause I've been on the other side with so many clients who've been going through it, but it really just like humanizes you. Like to be, wow, I have this rash and super uncomfortable. Yeah, I itch it, I bleed. And so I'm trying to walk around and not give it too much attention, but really ask myself what's this about?

Jeffrey Williams ([00:53:36](#)):

And the more I dove into it, the more I realize that, Oh, actually I had been, I'd say I was more allergic, just some of the choices I was making. So this whole conversation we've had really reflects because I am the kind of person who takes care of everyone's needs and it goes extended family. Like I have a huge community and I live in Nevada city, California. Okay. Long time they call me the unofficial mayor of Nevada city because I just, my office was downtown. I just knew everyone and I was taking care of everybody. But there really came a point where I'm [inaudible] the balance was lost and I wasn't really taking care of myself as well as I needed to. And my wife went through some significant health challenges of Lyme disease and a few nasty co-infections. It really wiped us out. Or fourth kid was born.

Jeffrey Williams ([00:54:26](#)):

Then we got in a car accident six months later and her body, um, oftentimes things like Lyme disease come after the trauma. [inaudible] it's dormant in your system. And then the trauma just like it seizes the day. So a few, maybe a month after the car accident, she started having symptoms. Our kid was, or fourth was like three months old, four months old and she was pretty much bedridden. [inaudible] [inaudible] years. I'm going through this process insane. And so I took on even more and we got her well and she's doing great. We developed protocols just like used my whole encyclopedia of information experience to develop something that would work for her. And now we've been able to share it and she felt like, I think I ha I got this so we can help people. Okay, great. And it's wonderful that we have and coming out a bit, a couple of years after she got better, I think aye.

Jeffrey Williams ([00:55:20](#)):

Just my own fatigue from going through that and taking on even more showed up. And during that process I started compromising my own values a lot. So meaning I was canceling teaching gigs and speaking gigs and knock, you know, not doing the things I love doing because my wife was incredibly high priority and my kids and so I will do anything to make sure that we have the best possible conditions to raise the kids and that she's figures out a way to thrive. And so I did all of that. And what I think is by the end of 2018 my body would just like said, [inaudible] you're toast man. You're allergic to the choices that you keep making now. And really caused him big shifts where no, my wife was like, you know, do we need to take a break? Do you know? I feel better now. I'm concerned that you're not being you and more, you really taken on so much for so many people and you're obviously paying the price now. And so

Jon Vroman ([00:56:24](#)):

the whole year was really challenging to recognize all of the unaddressed emotions. I was like a rock through that experience of thinking my wife was dying, I'm going to die. [inaudible] many times we would go to the ER and it was like, I think this could be it. You know, that's a very intense thing. But when you have four kids and you're like, and for me it was like I realized how much I wasn't really letting myself feel all the feelings that were deep down inside. And so the whole year was like unraveling all of

that for me. And it affected, no, our relationships are affected. The kids, it was affecting everybody. My clients like Lincoln lost like three quarters of my clients cause I was just like tanked and then had to rebuild. And the beauty of it is there's one when you actually know that you're here to serve and you want to serve to your highest values, you integrate those experiences in and you know they're going to help serve others.

Jon Vroman ([00:57:21](#)):

And so that's actually my, by the end of the year, I have like a whole new line up clients and all these people needed those exact skills. Right? And so a lot about just owning the fact that we really only need to be one step ahead or even in the same position as the people we want to help. Yeah. So give you a sense of my, yeah, I'm glad I asked that question and I'm, I'm also grateful that you're so open and you know, real to share all that. So thank you man. And I'm so glad that it seems that you've navigated a lot of those storms and you're, you're healthier now. You're, Oh yeah, no, I mean I don't want to. Great. Yeah. Yeah. You look great. You look great man. It's a, it's awesome. That's so cool. There's so much that I want to continue talking about, but I just looked at the clock and I'm like, Oh, it's like that web fast.

Jon Vroman ([00:58:14](#)):

We can do it again someday, dude. I just, yeah, I mean I'd love to talk about Ryan's disease. I tested positive and then that's why I said earlier prior to our recording, like Tatiana about this thing called a rife machine and she's been trying to like work with me on that. So there's a lot of things I'd love to continue to dialogue with you about. I'll follow your work man and we'll hopefully just continue to see where this road takes us. Jeffrey, two things before we say goodbye. First of all, if people want to connect with your work, where do they go find you? That's a good question. I'm not much of a digital guy, so most people is just by referral. Some people can email me. Um, I do have a website, it's more of a about my work with organizations and it's called vital list [inaudible] institute.com.

Jon Vroman ([00:58:58](#)):

So at V I, T a L, I S T [inaudible] Institute, vitalist institute.com and that'll, you know, you can find my contact info on there. Yeah. So Jeffrey and vital is institute.com. If people want to email me any questions that's find more and we'll have all the links, anything we talked about today, people that get mentioned, we always put all that stuff over at front row dads. Dot. For everybody out there listening. And then, um, Jeffrey, last question for you would just be, is there anything, and you can make this as quick as you want, it could be one sentence, you can take whatever time you want, but the question is just, is there anything that we didn't say today that you just feel in your heart needs to be said right now that's really feel the biggest thing is, you know, us as dads and entrepreneurs is, yeah.

Jon Vroman ([00:59:43](#)):

So just remember to love and to show that love as often as you can and to figure out, you know, back to that individuation of each kid's different or your spouse is different. The love language of the people in your life so that they can feel the love that you have for them because you just don't know. I mean, running into a health crisis like that, I've watched enough people no leave to know how critical it is to really express that love. And if that just putting a hand on someone's shoulder or saying it out loud or doing a gesture or figuring out which way that person's going to really know that you are there. And that you love them and care about them for who they are and they don't have to change anything. That's a big one, man. It's so funny. I love vow 70 times. Like I feel that I'm hosting this podcast for my benefit.

Jon Vroman ([01:00:37](#)):

Now the good news is, uh, my online stats tell me that 10,000 other people enjoyed it. This, which is great cause I'd love to know that I'm not the only one benefiting from this, but did I needed to hear that today? Personally? It's a great reminder. Something, a parenting and being in a relationship, you know, have, being in a marriage, it's like it's a practice, right? I remember people talking by hearing about that, about yoga, the practice meeting on the mat and just being in a state of [inaudible] constant learning gets a lot of lip service. But to really be in that state, to really feel that state, to be open, to know you're not a perfect soul and just cause you learned at once 10 years ago or you did it right for a week or a year, it doesn't mean you're doing it perfectly now. And so just, yeah, constantly checking back in. Vital check. Right on on all this. That was what today was for me, man. So many great takeaways. I got a lot of great notes from this. I hope everybody else did too and Jeffrey, thank you man. And if how happens to be out there listening? Thanks. How for connecting Jeffrey? Mine. Yeah. All right, thanks John. Yeah, yeah, that's right. Yeah, you too, man.

Speaker 3 ([01:01:46](#)):

Hey guys, if you haven't already done so, go right now to [front row dads.com/facebook](http://frontrowdads.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](http://frontrowdads.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 4 ([01:03:14](#)):

[inaudible].