

Jon Vroman ([00:02](#)):

Gentlemen, welcome to Front Row Podcast while it's common to hear men say family first, most guys are working long hours and finding it really difficult to juggle all the priorities on this show. You're going to hear unscripted conversations with guys who are as committed to winning at home as they are to winning at work each week, we're going to share a new conversation, digging into the strengths and the struggles of guys, just like you and me to help us level up our dad game, strengthen our marriage, succeed in business and stay healthy along the way. If you're new to the show, I'm John Broman, married to the free spirit known as Tatiana father of two boys tiger and ocean and living in Austin, Texas. Let's get right into our next conversation.

Jon Vroman ([00:48](#)):

Alright, Steve, Olsher you ready to roll, man? Let's rock. So, Hey, I wanted to, first of all, say the picture on your website of you next to what is that? Uh, that would be a picture. Let's just say I liked what I was learning about you before that photograph, but my respect level for you skyrocketed when I saw that, but is it the mullet or is it the car or is it the gym tank top? Is that really put it over the top, man? It was great. Yeah. Good. So it was fun learning about your world recently and you've got a lot of stuff going on, man. Congrats. It's a few things going on then I accept that. Thank you. Yeah. And the podcast magazine, I mean, I took a look at that thing and there's a lot of work that went into that. So I'm very excited about what you've got happening there.

Jon Vroman ([01:39](#)):

Yeah. It is pretty much encyclopedia of the podcast world every month. It's a bear to put together, but it's a labor of love. How did you decide ultimately to get into that? Like where did the light bulb go off and say a magazine? Yeah, that's it. So here's what I know to be true. I've been podcasting off and on since 2009, mostly on just meeting consistently on a weekly basis, putting out shows since 2015. And I'd like to think that our shows are, are good, but we haven't been able to attain crazy numbers with the show, right? Like, you know, Joe Rogan, his crown is not in jeopardy. You know, as far as our shows are concerned. Fair enough. But I have a lot of love for the media. Right. I love how I've had a way, way, way, way back when I was a nightclub DJ, then I opened my own nightclub and I had done some stuff in radio and whatnot.

Jon Vroman ([02:26](#)):

So I really always have loved the audio, just the medium, if you will. And just the auditory, a distribution of content, information, education, entertainment, et cetera, et cetera. So always been a big fan of audio. And so when I started podcasting way back when it was like, Oh, this is super cool. You know, it's like basically having your own radio station, you know, it's like anybody can reach almost anyone almost anytime, almost anywhere in the world. And it's like, you've got your own radio station. How cool is that? And you don't have to buy broker time. You don't have to try to open your own radio station. Like all this stuff that typically goes hand in hand with sharing things from an audio perspective. So

Steve Olsher ([03:00](#)):

Fast forward doing the shows, doing the shows, doing the shows, still having a lot of love for the medium, not, you know, a lot of traction. We started an event in the space and it's done really well, but my podcasts themselves do not put me in the conversation of the podcast world. And so one of the things that I've been preaching because I've been an entrepreneur now for 30 plus years, and I do have some private clients that I've worked with and whatnot. One of the main topics that we've talked about

right out of the gate is, is just a very simple question, which is what conversation do you most want to be part of? And you know, like for you it's we could say it's dads, right? So fatherhood, et cetera. So when, so when you go to a party and there's a lot of tables and different conversations going on, all those tables, somebody talking about sports, somebody talking about, you know, relationships, somebody is talking about being a dad and he's talking about podcasts and you know, this, that, and the other, which table you're going to sit at, right?

Steve Olsher ([03:59](#)):

So for you, you're going to set the table. It's hard about being a dad, you know, and all that fun stuff for me, I became really clear that the conversation that I most want to be a part of at this juncture anyway, is podcasting. And really just going all in on doing whatever I can to be a part of that conversation. So if somebody mentions Joe Rogan and they mentioned Spotify, how do I get into that conversation? Yeah, it wasn't going to happen through them in podcasts alone. So ultimately the second question is how do you become the hub of the wheel and you're in your vertical and your industry so that all the spokes connect to you somehow. And the natural conclusion that I came up with is let's try a consumer facing magazine that is focused on podcasts and gives people the opportunity to go beyond the microphone with podcasts, as they love and deeper into the stories they can't get enough of and forget about being an industry rag or anything like that. Let's kind of be sports illustrated or wired for the world of podcasts. And that's really what hit me like a bolt of lightning back in, uh, late October of 2019.

Jon Vroman ([05:04](#)):

Very cool. And you're delivering, this is a physical copy.

Steve Olsher ([05:08](#)):

We do primarily digital with a limited print run and we do, uh, release the, uh, the magazine monthly. Our first one was February of 2020. And so we've got four issues down now on our fifth issue.

Jon Vroman ([05:21](#)):

I want to back up for a second and talk about podcasting. And so many of my friends are podcasters. I'd be curious as to how many of our listeners right now have a podcast or are thinking about starting a podcast, just thinking about the success. Like what makes a podcast, ultimately, one of the top shows let's talk about the metrics. Would that be downloads? Is that a, is that kind of the number or the metric when people are like, it's downloads per episode, that you would get,

Steve Olsher ([05:50](#)):

Let me look, ultimately, there's a lot of different ways to look at what makes for a successful podcast. There are very few who can have a podcast that is a business, right? Like Joe Rogan 190 million downloads. I mean, come on, are you kidding? And that was

Jon Vroman ([06:09](#)):

Crazy deal with Spotify, right?

Steve Olsher ([06:11](#)):

Just signed his crazy deal with Spotify. He has the ability to have his podcast is a business right now. Again, very few people can make that happen in podcasting land. I personally believe for the rest of us

mere mortals that if you're going to be in the world of podcasts and you have to look at it from the standpoint of how do I leverage the business of podcasts, which just basically means that you use it as a tool to drive people into relevant products, programs, and services, offerings, creating community, a tribe, et cetera, whatever that is for you. And so if you have a tribe of people, whether it's a hundred people or 200 people or whatever it is, every single week who tune in and listen, well, that's a pretty dang successful endeavor right there, because I mean, think about it from a speaking game perspective, would you take a speaking gig? If you stood on stage in front of a hundred or 200 people who loved you and couldn't get enough of what you were talking about and absolutely positively wanted to get into your world. So anyway, the bottom line is if a hundred people raise their hands and say, I'm interested in learning about fatherhood and so on and being a better dad, that's a speaking gig you would take all day long.

Jon Vroman ([07:25](#)):

What is the average podcast or getting downloads? Do you know what the average show out there gets per show?

Steve Olsher ([07:30](#)):

Yeah. I can tell you that it is much, much, much smaller than you sank. My understanding, at least in the, in the past metrics that I've seen not terribly long ago is that 75% of podcasts will have less than 200 downloads.

Jon Vroman ([07:45](#)):

That makes sense. Yeah. But like you said, if you had 200 people in a room, that's a, that's a pretty sizable crowd,

Steve Olsher ([07:50](#)):

Everybody, every single week, assuming you release your episodes equally, you have basically that live event, you have that speaking. Did you have that opportunity to communicate with people who are just thrilled to hear from you and are literally sitting there saying, John, what do you have to say? So, yeah. Super cool.

Jon Vroman ([08:08](#)):

Yeah. That's great. Let's switch gears and talk a little bit about your family life. Tell us about the Alicia family and, and

Steve Olsher ([08:15](#)):

All the moving parts. Yeah. So my wife, Lena and I have been married since 1997. She had a son when she was younger. So by the time I came into his life, he was 10. And this year he'll be 35. So I've known him for a long time. And then we have two boys, 16 and 13 of our own.

Jon Vroman ([08:40](#)):

Very cool. And where's home base for you guys.

Steve Olsher ([08:44](#)):

So originally Chicago and in 2014, we moved to San Diego.

Jon Vroman ([08:49](#)):

Yeah, that's wonderful. We looked at San Diego, we looked at Encinitas before we moved to Austin. I was just a sweet little spot.

Steve Olsher ([08:56](#)):

Yeah. I don't think I would have gotten any work done

Jon Vroman ([08:58](#)):

Living in incident. I don't think I was like, if I moved here, I'm going to be doing a lot of skateboarding and surfing and beach volleyball.

Steve Olsher ([09:06](#)):

A lot of, well, the good news is when it's, you know, 120 in July and August and Austin, you've got no reason to go outside. So you just stay in exactly.

Jon Vroman ([09:16](#)):

All my shows. That's right. Uh, that's fun. You know, you are from Evanston, Illinois, right? Just outside of Chicago. Exactly. We have a couple of, of our front row, dad, brothers who live in Evanston. And I was just there trying to think about the restaurant that I ate out. Right. Downtown Evanston. Maybe it was called

Steve Olsher ([09:35](#)):

Kitchens, kitchen something. Yeah. I don't know, man. It's been, yeah.

Jon Vroman ([09:38](#)):

Wow. Yeah. What a cool little spot yeah.

Steve Olsher ([09:43](#)):

Was there. Right. So, I mean, you got a lot of folks coming out of that university and a lot of, yeah, it's a great little spot just North of Chicago. What's recent

Jon Vroman ([09:52](#)):

For you in your family. Steve, since the last eight weeks had been such chaos around the world, like, what are you dealing with right now? What's happening in your family? What's going well. And where are you kind of finding a struggle?

Steve Olsher ([10:04](#)):

Oh yeah. What's going well. Well, you know, they say that children really are able to develop physically with when they sleep. So from a, from a physical development standpoint, sleep really benefits kids. So the good news is we're going to have like, Minuit bowls walking around here because our kids are doing. I mean, like as of this time of day, I don't know if we're sharing this or not, but as of this time of day where I am, let me just say that it's past lunchtime. I think they're still sleeping. So that's a lot of them when a couple of them, a new bowls coming out of those things. So yeah, the sleep thing is going really well. My youngest son actually has become quite the entrepreneur during this period of COVID man. He

is either going to be just the, I mean, just an unbelievably successful business person, or he's going to be the world's greatest criminal mastermind. Like I'm not really sure where that's going to land quite yet, but one of the two and man, he's just, he is relentless in his negotiations. And I mean, even since the baby was a baby and it served him well though, actually, cause he's really gotten deep into buying and selling like shoes and electronics and these sorts of things. And it gives me like a grant in the last couple of weeks, he's killing it for him. That's awesome. You do anything to nurture that,

Jon Vroman ([11:27](#)):

Say that like, Oh, that was all created because I had a morning huddle with him every day and talked about a business plan or was this kind of like, Hey, kids are going to be what they're going to be and they're going to do it. You know, they're going to follow their path.

Steve Olsher ([11:39](#)):

Yeah. I will be the first to admit that as disciplined as I can be, I have zero discipline. Like I do not wake up at the same time every day. I don't, you know, do with the family like board game night and you know, this, that, and the other, it's like we wing the hell out of everything and could the kids use a bit more discipline? Sure. And that usually happens when my fuse hits it's, you know, it just like I have a really long fuse and that probably works to my detriment to some extent, because I should probably be nipping things in the bud as we go along with these learning and teaching opportunities. But typically what I'll do is it's one of those, are you going to remember this in a year? Kind of things probably won't remember that. And then something happens and I'll lose my crap.

Steve Olsher ([12:31](#)):

And that's of course what they'll remember. And they'll be telling their psychiatrist about on the couch for years to come. So yeah. Reality is no, I just, I liked them to figure out what they want to be in this world and I can help them and answer questions and guide them in any way. Then I'm there to do that. But I mean, they see how I work. They see how I bring, frankly, they don't have a clue really. I mean, I don't sit down and show them everything step by step, but somehow some way I sit down on a computer and we have a house in cars and food. Yeah, exactly. What's going great. What are you

Jon Vroman ([13:05](#)):

Is something that you're really proud of.

Steve Olsher ([13:07](#)):

It has been intentional

Jon Vroman ([13:10](#)):

And something where you've been very proactive and you look back

Steve Olsher ([13:14](#)):

Again, say that was a good move as a dad, as a family man, what's working there. Yeah. I would say that everything starts from the top down as far as the family unit is concerned. And so just being really intentional as far as trying more and more every single day to understand what my wife needs and what she enjoys, what, you know, what Steve, you haven't figured out your wife yet. No, the guys who figured out their wives, dude, we've all figured out our wives podcast magazine 20 odd years later. So yeah, I

know. And so that is something and I'm not great at it. You know, I know we still need to spend more time together. We need to carve out date nights and we need to do like all the things that I know need to happen happen just not often enough. But I think that what is working well is just an increased awareness from the standpoint of, you know, when we first met my wife and I, I, you know, I was, I was pretty close minded to, to a lot of things.

Steve Olsher ([14:23](#)):

Matter of fact, there are things that I'm now very openminded to that she's like, you know, what happened to you kind of thing, like give me a sample. So an example would be like, here in California, you have, let's just say a lot of very liberal thinkers, you know, people who are more esoteric in their, in their thinking or their healing modalities or, you know, even like meditation as an example, or, uh, you know, like breathing exercises or, you know, just feeling from your heart instead of thinking with your head and those, those sorts of things. And, you know, reality is out of the gate. I was really resistant to a lot of that sort of woo kind of stuff. Cause it just wasn't raised with it. I didn't know anything about it. And honestly, oftentimes when you don't know anything about something, you just, you naturally default to being scared or fearful of what that is because it's uncomfortable and unfamiliar. So that would be a perfect example of really just gaining more comfort with being uncomfortable and trying things that before I may not have been willing to try.

Jon Vroman ([15:37](#)):

Yeah. That's cool. Do you find that that's had an impact on your kids doing the same thing you feel that they sense that do they, are you modeling that in a way that you're like they're picking up on that?

Steve Olsher ([15:48](#)):

Yeah. To some extent, yes. I mean, I certainly have no doubt whatsoever that how they will be. I mean, they're they're boys, so they're going to model the other dad more so than they're gonna model their mom. I mean, it's just the nature of fathers and sons. So I think the openness to different ideas, different ways of being different, just allowing people to be who they are. I mean, it's, it's really a theme that we push heavily. And so far as being more open minded and with social media being the way that it is and friends are very influential. As you know, it was time to think back how you were as a kid and you didn't even think about how you are now, you know? And so when a friend of yours says, Hey, check out this funny video and it's, you know, perhaps something that's a little off in terms of what people find funny. That's one of those learning opportunities and teaching opportunities that you just simply have to keep reinforcing. And I do think that nowadays even more so than when we were growing up, it's really, really hard to not, I don't want to say control, but at least to have some degree of awareness of what your kids are actually seeing, consuming and thinking. So it's challenging for sure.

Jon Vroman ([17:12](#)):

Do you have concerns about what they're consuming, what they're seeing with their, from a immediate access to the world? I mean that when you think about the biggest difference of when we grew up and what our kids are facing, it's like I might have stumbled upon a Playboy magazine in the woods, you know, that somebody took out there and left behind and there was like some ripped up random boob laying around. And you're like, what? But now on the internet, it's like at a very young age on purpose or by accident, kids stumble upon stuff, get exposed to stuff, have access immediately at lightning speed to the craziest stuff. Now I am,

Steve Olsher ([17:50](#)):

Which on one hand, it's tricky because you don't want to be, you want to empower your kids to make the right choices and you want to give them the opportunity to be able to create their own moral code. And I, and I do think one of the things, and, and perhaps this is another example then of, of sort of my own personal evolution. I do think one of the things that I've become much clearer on, I'm trying to impart to our kids as well is the fact that I don't know for a fact that what I believe to be true actually is because what I believe to be true is based on the billions of data points that I have been fed over the course of my life and all of that data has come from a pretty, let's just say an infant testimonial number of sources when compared to the number of available sources for that data.

Steve Olsher ([18:51](#)):

And so what I believe to be true is of my own doing of my own belief. It's created my own moral code, so to speak. And so when I tell you this is black it's because I believe that as black, because I've been told for my entire life that that is black, when it is entirely possible that it is white. But the reality is I have convinced myself through all of that input through all of the, you know, again, all of that data that I received over the course of my lifetime, that that is true. And so all of this being said, it's a fine line between saying, here's what you should believe. Here's where you should go. Here's what you should learn. Here are the videos you should watch here, the podcast you should listen to versus giving them the opportunity to make their own decisions.

Jon Vroman ([19:42](#)):

Man, that's powerful. Yeah. That's really gives me something to think about because I can't help, but just start running through my mind, like what are all the things I'm attempting to directly or indirectly impart upon them as like this, these are the keys to the kingdom. I've figured it out. Trust me, I've worked my ass off for 44 years. Here you go. This is the answer. Yeah. Yeah. I mean exactly how many things have, well, I look back on when I'm 10 or 20 years down the road and say, Oh, you were so off at 44, how much will I have already shifted my own beliefs at that point? It's crazy. Right. I mean, if you think about it,

Steve Olsher ([20:22](#)):

John, think about what you believe to 24. Exactly. And how certain you were, right. How certain you were of what you believe to be true, to be true. And so looking back at 34, in terms of that 24 year old, it's almost embarrassing in terms of the things that you were saying, preaching, trying to convince others of in an attempt, just really simply to validate what the input is and the data is that you've received at that point that you then held fast to be true.

Jon Vroman ([20:53](#)):

I think about my friend, Jordan saying recently, like strong opinions loosely held. Right. And it's that concept of like, it's okay to have strong opinions, okay. To have strong beliefs and maybe just, maybe you can hold onto them loosely knowing that they could be changed at any moment that you could have a discovery and epiphany a breakthrough, a conversation that completely shifts the way that you see the world. Yeah.

Steve Olsher ([21:17](#)):

There's also something to be said for whether or not you even should classify something as an

Jon Vroman ([21:24](#)):

Yeah. Huh. Tell me more about that. Why, why would you say that?

Steve Olsher ([21:28](#)):

And it closes off the possibilities of the conclusion that you have determined to be true, to be reflected then in what your opinion is on a particular subject to be accurate.

Jon Vroman ([21:41](#)):

I remember years ago I felt so smart when I was like, Oh, I'm going to stop saying, I've learned that right. Where somebody like I've learned that whatever insert statement and start saying, I'm learning that just as a way of reframing my own approach to, it's not done. I'm not, I'm not like at the finish line with what I've learned. Yeah. Exclamation ed over and done with the constant exploration.

Steve Olsher ([22:14](#)):

Yeah. And to that end, if you think about things from the standpoint and especially with your kids in terms of having a lack of absolutes, and anytime that you fall into a discussion around absolutes, take a step back pause and really start thinking about the source of what you now believe to be an absolute truth. Right? And so to that end, when I'm talking to my kids about, you know, like even over the last couple of days, a couple of very interesting things happen with my youngest son, my 13 year old in terms of this, uh, this whole process of buying and selling. So we went to go buy a pair of air Jordans. So he's been in the shoes quite a bit. And so he's really educated himself and these shoes are worth this and these shoes are worth that. And you know, these are the great ones and these are the bad ones and stay away from it.

Steve Olsher ([23:04](#)):

Like he's really done a great job of just educating himself around shoots. And he loves shoes, you know, himself. So he found this pair of shoes and it was a pair of shoes and normally sells for \$300 in the online world. He found somebody who is selling them for \$150. And so I said to him, you know, look, here's what I believe to be true from my experience, which is that oftentimes if something, it seems to be good to be true, it usually is. Now in this case, perhaps this person just simply needs to get 150 bucks right now. Like he's, you know, obviously everything's going on. It's crazy. He needs some cash. So it's possible. And we went down there and met the guy. And as soon as we took a look, my son knew right away that they were knockoffs. They weren't real.

Steve Olsher ([23:53](#)):

And so we had driven 20 minutes to go meet this guy to bring him cash. The guy was disappointed cause he drove to meet us. My son was disappointed cause they weren't what he thought they were. And it just became like this whole learning experience. And so the bottom line is if I just kind of came down on him and said, you know, we drove 20 minutes to get here 20 minutes back, this, that, and the other. That's not going to be useful in so far as really nurturing his entrepreneurial spirit. But it did provide an opportunity for him to really start asking better questions and to start making sure that what he believes to be true actually is

Jon Vroman ([24:30](#)):

What's up guys. I want to take a quick break to talk to you about our private mastermind that we call the brotherhood. Now we created this unique community for a very specific type of man. And you may just have found your tribe if you believe in the power of relationships. And perhaps you're always trying to out-give everyone around you, you crave ideas that make you effective and efficient in all areas of life. You resonate with the idea of being a family man with a business, not a businessman with a family, by joining our brotherhood, you'll have access to weekly interactive training calls get to join as many or as few as you like. Our guys commit to one of these each month, optional, small groups designed to create meaningful connections and higher accountability, a private resource library accessible to only our members. And we have challenges throughout the year to help you push your limits.

Jon Vroman ([25:11](#)):

And we even involve your family in a few of them, the brotherhood is where I'm connecting every day. I'm asking questions when I need help and giving support wherever I can. Our brotherhood was created for men with wisdom, but also those who are wise enough to know there's more to learn. And the guys who value investing time to work on their families so they can make the best of their time when they are with their families. Now, of course you're a badass. You can do a lot on your own. You likely have for many years and yeah, you probably don't need front row dads to have a great family and to love on your kids and have a great relationship. But one thing I know for certain is that men for years have done better in tribes versus trying to brave the world on their own. Here's what one of our members has to say about the brotherhood,

Steve Olsher ([25:50](#)):

The message of what you're doing. And putting out there resonated with me at such a high level. I knew I had to be a part of it. And because I didn't know that this existed, I didn't know that front row dads was there and that community existed in that way. I mean, family men with businesses, not business men with families that changed everything. That one line shifted my entire thought on what you're about, what this community is about, what this brotherhood is about and what this group is about. And I would say, if you are a dad or an entrepreneur or a father or a husband, and that resonates with you, this is a great community to be a part of because it's unlike anything else. I've seen

Jon Vroman ([26:27](#)):

Our kids to have great relationships and learn from others. We should lead the way and model the behavior we want to pass along. I look guys, the time is now to pour into your family. I read an article by Tim urban that put everything into perspective for me, but how important it is for me to get right, right now he wrote that 93% of all the time he'd ever spent with his mom and dad happened before he was 18 years old. And it's crazy to think that I've got only eight more years before my oldest son is an adult. I feel confident saying that, no matter how old your kids are, the time to go all in on your family is right now. We have members with newborns and we've got guys with kids that are grown adults members with only one child and guys with 10 people with blended families and everything in between. But by joining our brotherhood and choosing to invest one to two hours each month, we can help you make the most of your time that you do have with your kids. So no matter how great you are at fatherhood, marriage, juggling your work and your personal life calendar, we can help you be better. If you're ready to take the next step, go to front row dads.com and click join the brotherhood today.

Steve Olsher ([27:33](#)):

Thinking of asking better questions. I was just thinking that with all your podcasting experience, Steve, like if you had a dad show, what would you be asking your guests? So if I had a dad show and I was bringing on fathers to discuss what it's like in being a father, it's an interesting question. I'm glad you asked that because my dad wasn't really there. I mean, he left when I was seven, just, he never really learned how to be a great dad and you know, just is what it is. My mom got remarried when I was 10 and the man that she married, wasn't a great dad. I have one memory of our playing catch the football together. Right. So what I would love to know if I had other dads on his show, you know, it would be questions along the lines of where did you learn to do the things that you do as a dad?

Steve Olsher ([28:29](#)):

And what are some of the things that you do that were really uncomfortable for you at first that you really learned to love? Because that to me is the hardest part is there's so many things that I've just convinced myself that I'm uncomfortable doing. Like tamping is a perfect example, nothing about camping. Like if you put me out in the woods and we had nothing going on there, we would be dead within 48 hours. I mean death. Right? Cause I never camped. I don't know anything about putting up a tent. We own tents. I've never even put it up. Right. So I don't know. I think it's just a matter of like, how do you do what you've never done before and get comfortable doing it? Yeah, that's cool. Well, in the spirit of camping, so I went camping for the first time, a couple of weeks ago, we went as a family for the very first time, a couple of weeks ago and we loved it and we're going back this coming week and we're going to do five days and grandma and grandpa got the boys a big tent, like the type that you can stand up in.

Steve Olsher ([29:30](#)):

It's really cool. And we found this Epic spot. It's like 10 bucks to throw the tent down. And like a few bucks per head. We had donkeys walking up to us. We were feeding them. Carrots had cows behind

Jon Vroman ([29:42](#)):

Us. We had like, we saw two snakes kind of fighting or mating. We don't know in the road we were fishing. We were hiking. We were walking. We, it was just beautiful, early breakfast and coffee by the fire. Absolutely kick ass. And literally prior to that, Steve never, never camped. Just never did it. I will tell you it was awesome, man. Now I'm not saying it was the best night's sleep that I've ever had. I'm not saying that I would want to do that all the time, but there was something really cool for my boys. Like I had this one moment, Steve, where my ten-year-old tiger. We got, we got to the campsite late. We had our headlamps on trying to set up the tent. And then it was like nine 30 kids are usually in bed by eight and my kids go, can we go for a hike? And every part of me was like, Nope, let's just zip up the tent. And like, why are we going to walk around this? Like we're in Texas snakes, scorpions, you know, whatever. We're not going to walk around at night with a five year old and a 10 year old on these trails that we don't have any idea about. But it's funny as

Steve Olsher ([30:48](#)):

We're all excited about it. So we got flashlights and we went out and under the stars and the moon and we're walking down this trail, what turns

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

Not to be like an hour long walk and my son turned around and he was like, this is so awesome. Right? Like just so lit up, man. I felt so good about that even though, and that was exactly what you were just

talking about. Right? Like I was really uncomfortable with that. I didn't have that skillset. And yet, you know, I'm starting to take that on what's something like that for you. What was something you were completely, you didn't have any knowledge about and you had to learn in order to be a better dad. What was that?

Steve Olsher ([31:28](#)):

Yeah. And honestly, as perhaps crazy as this sounds, and it's a consistent taking it on for me every single day. I mean, even when we have a pool in the backyard and even when the kids are just Jones and to jump in the pool and it's eight 30 at night and I know it's going to be kind of cold, like I really have to fight the inner press. Like I am, you know, like just put me like to me, if I don't get a good night's sleep like that is man. Like I need it all off, but it's actually, it's not true. I have done just as well on, on four hours of sleep and just been perfectly fine the next day. And sometimes even better than on the next day when I've had 12 hours of sleep. So it's these limiting beliefs that I've taken on to be true.

Steve Olsher ([32:25](#)):

That impact me all the time. Whenever the kids are like, let's do this. And so whether it's jumping in the pool at eight 30, when I know I'm going to be cold and you know, it's just like, so what, so you're a little cold, you know, the kids have, and you're hanging out with them in the pool and that's the kind of memory they're gonna, they're gonna have, or do they have just another memory of dad sitting on the, you know, on the couch with his laptop, you know, and it's just a fight against practicality. Is this, and let me just play it out because, so here's what happens. And for me, it really all boils down to one of the hot buttons for me, for whatever reason are messages. Like just masses for me is like one of those, one of those triggers. And so I ended up playing it all the way out to we're going to be, you know, kids are going to be soaking wet.

Steve Olsher ([33:15](#)):

They're going to be freezing. They're going, gonna run in the house. They're gonna, you know, all this water is going to be everywhere. So who's going to slip and break their neck. Like it's like, you know, I go through it to the nth degree. And I think ultimately, so everybody has a, has an acronym for fear, right? Mine is forget everything about reality. And so it's like that parallelization kicks in and I go to just whatever that ends degree is in terms of worst case. And that, to me avoiding that worst case outweighs the reward of what could happen if we took on that, that event together. And so unless I have absolute certainty about what the result is going to be often times I won't take that on. That's a huge hangup that does not serve anyone. Well, you know, me included, if I ask your kids right now about you, Steve, what would they say?

Steve Olsher ([34:17](#)):

Dad is great because, and then where would they say dad really needs to work on blank? What would they say? So dad is great because I have everything that I need, I think is ultimately where the greatness lies is they have everything that they need. And I think that's largely where, where the answer would be. I do think the dad is great because you know, we do play ping pong together. We do go swimming together. We do jujitsu together. We do activities together. I think it is also somewhere in that equation, but probably second to just feeling like they're safe and secure and have what they need. And the second question and you worded it in terms of dad, is I just wanna make sure I say it the same way. You said it. You can say it any way you want. It's just basically like dad could stand to grow a little bit in the area of, yeah. And so certainly in terms of patience and kindness in a, an expression and this, uh, this

house that my youngest coined for all of us is you need to work on your kindness. You need to work on your kindness. So the good news is that a, it now goes to all of us when things are a bit of a bit awry there. So it's like, Hey, you need to work on your kindness right now.

Jon Vroman ([35:46](#)):

Yeah. Well, this is why I'm glad you brought that up, man. And I can totally relate. I've talked about it a lot on this show that first of all, we have six pillars in front row ads recently revised, which is cool, but one of those is emotional mastery. And that was because particularly I thought I was maybe one of the only dads until I started really talking about it very openly with people and this idea of just keeping our cool and being mastering our emotional state, right. And the way that we respond and the energy, how we punish a behavior and not a person, right. How we not dish out that glance of like, how could you do that versus like, which is like that shame look of like your, a bad person versus that wasn't the best choice. You know, you're a good person who made a choice that led to an interesting situation here, but I've wrestled with that a lot. And lately thanks to the dads that I've had communication with, thanks to a lot of these dialogues and these insights that I've gotten from people and the honesty of guys like you, who are like, Hey, here's what I'm not perfect. That's led me to a place where I've made massive progress in that space. So I just want to thank you for being honest about it. And you know, not that I'm comparing where you are or where your kids would see you to where I was, but I really, my heart resonates with that.

Steve Olsher ([37:15](#)):

And it's interesting too, because there's the, the flip side of that, which is, do you want your children to not have a wide range of emotions? Because I believe that the, I mean, the beauty of, of life honestly, is in, in having that, that wide range of emotions. And one of the things that I like, and as an example, uh, in, in that discussion is my personal belief. That pain is just another feeling. So it doesn't mean that it is inherently bad. It's just another something to experience. And look, don't get me wrong. Obviously, if you, you know, if you pinch a nerve or you get a paper cut or you get something, it doesn't in our minds, we go straight to the conclusion that this is bad, that this is not good. And, and it's interesting too, because when you think about like, even like a broken bone, as an example, how many times in your life are you going to experience a broken bone, right?

Steve Olsher ([38:15](#)):

And for most people, some people go through life without ever breaking a single bone, right? And I'm not a courage to run out and go, you know, and go break bones. But the point being that pain is just another feeling and don't, we want to have the full human experience and don't get me wrong. I mean, there is a fine line between making people feel bad about themselves in yelling and being angry and being, you know, just physically or emotionally abusive. And Lord knows I've experienced my fair share on the receiving end. And I've certainly experienced my fair share of, of being on the doling it out. So at the end of the day, though, does it serve your children better to be calm, cool, and collected and never see anything as a big deal, or to recognize that they have boundaries, that there are things that they will accept in life and things that they want. And if someone crosses that line again, punishing the behavior and not the person I get that, but that's the dance. I think that we all have to get on the floor with his dads. For sure.

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

Yeah, that's great, man. I just had this conversation with my wife literally in the last 24 hours. Cause we were with a couple of buddies and they tiger my 10 year old was having a difficult time with something. And we were debating about whether or not the environment was healthy for him and you know, or is it just like, Hey, things are gonna happen. Like you don't want to shelter your kids from all the pain, from all the troubles, from all the problems it's literally like not being exposed to any germs, any bacteria, you don't develop an immune system, you don't develop a way to deal with that in your life. So it's interesting, man. I think that's the flow state for a parent and for a child is to figure out how they could be challenged and not crushed in that experience where on either side of no resistance or all resistance, there has to be that like that middle ground, which I think is the answer for lots of things in life. And I think it's no shock that we sort of fall into that place here.

Steve Olsher ([40:33](#)):

Yeah. Or it's an illusion that there needs to be a middle ground at all. Right. In other words, in other words, we're trying to steer the experience and I think what I'm trying to do more so now than ever is not steer the, your experience,

Jon Vroman ([40:48](#)):

Writing that down. You know what I think about when you say that, man, I can't help, but go back to one of my favorite movies. Are you a fight club fan?

Steve Olsher ([40:56](#)):

Oh yeah. I want to see the picture in the back. I mean, I managed Stephan Bonner for the first, uh, six years of his MMA career.

Jon Vroman ([41:03](#)):

No. Oh, look at that. Yeah. So in, you know, I don't remember exactly. Was it Brad Pitt that was driving the car, ed Norton sitting next to him in the fight club and he's like, he lets go of the wheel. Oh yeah. Right. And that moment, that whole like stop holding on so tight. Right. Stop trying. And when you say stop trying to steer the experience, a lot of it is that willingness to let go a pretty dramatic example in the movie, but super dramatic a 16 year old wanted to watch that.

Steve Olsher ([41:34](#)):

So we literally just saw that maybe three weeks ago or so, so yeah. Very fresh. Yeah. That's cool.

Jon Vroman ([41:39](#)):

That's cool. I remember I saw that movie fell in love with it, but it wasn't until five or whatever years later that somebody was like, did you know that in this one little spot, if you pause it here, there's like, yeah, there's all these little, uh, insider moments in that movie that you can learn about. Very cool. Steve, you know, uh, with respect to the clock here and all that we've got going on and just wrapping things up, man, if for the new guys, right. Somebody just jumping into fatherhood and they've got a child on the way, right. Or somebody who's got a newborn at home. And obviously, you know, there's a little bit of a theme here and I like where it ended, where in some ways we have to stop trying to steer the experience right. In some ways. And I don't think that means that we just go fuck it. It doesn't matter what I do. Like it doesn't matter if I show up or not. In fact if I show up, you know, it might be too easy on them. Let me teach them some, you know, like it's not about using that as a way to bail out. Right. Or I think that we do hide. I think men do hide

Steve Olsher ([42:39](#)):

Not to get on my cell. No, actually just the opposite. Right. John, because by not steering the experience, what you allowing them to do is to have the experience and then when they have the experience, they can discuss that.

Jon Vroman ([42:50](#)):

Yeah. Good distinction. Thank you. So I love all that. And maybe that's your advice because then what I was gonna say is what is the thing? And maybe it's not the most important thing, but if there was one thing that you wanted to leave with a new dad or a guy who's just getting into this space, what would you say from your experience that if you could impart some wisdom upon them, what would it be

Steve Olsher ([43:13](#)):

Is going to be very different than perhaps where you think this answer might go and the advice, honestly, more than anything else, uh, would be to prioritize your wife.

Jon Vroman ([43:24](#)):

I like that. Tell me more about how you've experienced that.

Steve Olsher ([43:28](#)):

Ultimately the most important relationship in the family unit is that between mom and dad and so many couples get caught up in having the relationship and the dynamic be about the kids and more and more. So what I've become clear on is that when my wife and I are good, the family unit is much better. And when we're off the family unit and the family dynamic is off and ultimately the kids are going to leave. And you're either going to be left there with a, with a stranger who you don't know, and you probably don't like, or you're going to have someone that you have really grown with over the years. And so when the kids do and have going out on their own, you're not left on your own. And honestly, let me just share from personal experience, I have three friends who have either recently been divorced or going through divorce right now and staying together is, uh, I'll just put it to you this way.

Steve Olsher ([44:36](#)):

When I have a friend who is on married and has no kids, and we're trying to talk, like we can talk about some things, got a guy, whatever, but he really doesn't understand me. I don't really understand him when I'm talking to a guy who is married again, we'll have some things to talk about, but you know, don't really understand where he's at. He doesn't really understand where I'm at. You talk to a guy who's married and has one kid it's like, okay, that's great. You know, we've got some things to talk about, but that's cute. You got a pet, you know, like that doesn't even really count talking to a guy who's married as a couple of kids. Great. Now we're closer to talk to a guy who's married, has a couple of kids you've been married for more than 10 years. Now we can really begin to see eye to eye and, and have a more in depth conversation because we really understand each other because we've had very similar experiences.

Steve Olsher ([45:22](#)):

And so in that, all of this, to say that what I know to be true and looking at my three friends who have either been divorced or are now going through divorce. Now there's one word that keeps coming up over and over again, which is selfish. And both my friends and their spouses have been unbelievably

selfish through that process. And I think ultimately the advice that I would give them to the dad, whether you're about to become a dad or you are a new dad or, you know, wherever you are. And in that timeline is to remember to be as selfless as possible. And the more selfless you can be, the better, the relationship that you build, not only of course with your wife, but with your kids and the whole family unit as well. And whenever there is conflict, if I simply sit back and examine what happened 99 times out of a hundred is because I was being selfish.

Jon Vroman ([46:21](#)):

Yeah. That's a great way to wrap up, man. I appreciate that so much. I'm going to take that thought myself and consider that as I marched forward about where do I need to be selfish in putting myself first, where do I need to take care of myself? And where does that go too far? Where am I being inconsiderate of my wife? Where can I be more giving? Where can I see the world through her eyes? Where can I light her up? Where can I be intentional? Where can I give, where can I make sacrifices that will make her feel amazing. I'm going to play with that man. And I appreciate that, that insight and that story. And thanks for all of our time together today, man, this has been great. Is there anything else you wanted to say at all floor is yours. If there's something that wasn't said that we want to get out there,

Steve Olsher ([47:06](#)):

You know, and, and your point is really well taken, which is, it's a fine line between being aware of who you are and being true to who you are. And recognizing that you're in that, in that family dynamic. And I would ultimately suggest to you that you do become clear on what really puts fire in your soul. And you live into that version of yourself as often as you possibly be

Jon Vroman ([47:30](#)):

With the understanding that, you know, there may be some bumps in the road as you grow into being that man, especially with your spouse. But if you were equally supportive of her, really growing into the person that she was mentioned, made to be, then it's a lot easier for her to support you on that journey as well. That's Yana said something beautiful to me the other night, she's talking about trust. You know, she had a great weekend with her girls and went to the beach and she was just like, thank you so much for trusting me because she goes, that lights me up to know that you trust me to just go live my life, to do me. And that she was really, really appreciative of that. So it's great to have her here, but I think that that's a practical example for me of like, that would be very selfish to just keep her here because everything's easier when she's here, right.

Jon Vroman ([48:21](#)):

Helping with the kids, leading the kids, take, taking care of us in the way that she does, but yeah. See her go and be free is really wonderful. And to that end again, I really encourage you to look at the conflict that you have. And if you're being sufficiently honest about whether it's with the kids or with your wife or whomever, it is 99.99% of the time, you can shock it right back up to some degree of selfishness. Yeah. Well, gosh, that's gonna be hard for me. I see. I've never been selfish in my life.

Jon Vroman ([48:55](#)):

It's been pretty much a perfect ride the whole way through. Yeah, this is awesome, man. Thank you brother for the chat. I really appreciate it. And uh, kind of circling back where we started man podcast magazine. It's what you're up to is really cool. You know, what's funny is I, I know you also have a New York times bestselling book about what is your, what like what's so funny is I was like, we could have a

whole conversation on helping our kids discover the one amazing thing they were born to do, which is what your book is about. And so I'll at least give it a plug right now so people can, can take a peak and maybe we have a round two conversation where we can get into some of that, that I really immensely just enjoyed the direction we took today. Yeah, man, I appreciate you having me on and the work you're doing, dude is super, super, super important.

Jon Vroman ([49:43](#)):

So thank you for that. And actually I think, uh, I think we, we honored you as well and uh, in our first annual top 50 dads and podcasting, so super excited to see you on there also. Thanks man. Appreciate that. That was really, that was really cool. And so many of my friends, which is fun to be featured amongst people that I love and respect so much. Steve, where do people go check out the magazine if we just wanted to give that link out right away? Yeah. Super simple podcast magazine.com, best place to go. And uh, depending on when you're hearing this, it'll either be still doing free lifetime subscriptions or uh, we'll be charging. So I'm not sure when you'll hear this, but either way come join us for the ride. It's awesome, man. We'll link to everything at the show notes front row, dads.com and I'm Steve. Thanks man. Reach out if I can be of service to you in any way. Appreciate that, John. Thanks man.

Jon Vroman ([50:30](#)):

Hey guys, thanks for listening to the show. And if you enjoyed this one, consider what other dad out there would enjoy it also and pass this episode along and guys make sure you're subscribed to the podcast so that you get notified whenever release the latest episodes. And if you could, would you leave us a quick review if you haven't already done so, and if you have thanks because not only do I read every one, but tons of other people are reading them too. In the more of those reviews we have and the better they are, the more chance we have to get other guys to say yes to checking this out and we can help them in their journey to fatherhood and having a great marriage and just kicking ass family life. And also before we go, would you like to get a short, weekly email with a timely insight?

Jon Vroman ([51:06](#)):

And every Thursday I send out this super short three minute read with a personal photo from my own experiences as I try to go all in on family life. So if you want to get some recent relevant and real stories of my failures and the few of my wins, then text front row dads to (314) 665-1767, and you'll get our weekly insights, email blast on the list. Guys, if you're still looking at whether or not you should join the brotherhood, then I want to leave you with a few comments from guys who are part of our tribe. And here's what they have to say about why they join, what value they're getting out of our brotherhood. So if you're ready to say yes, just go to front road, ads.com and click join the brotherhood. I'm super grateful. I was just at an event and I wore my front row dad's hat.

Jon Vroman ([51:49](#)):

I can't tell you how many people ask me, like, what's that all about? And it's just so easy for me to talk about it because it's had such a big impact on me. That's a group that I've been looking for for a long time, and I love what you're all about. And I'm really grateful that you created that group. I think there's this whole other level that is there. That's like Epic that you can reach. If you're listening to this, you already care about your family and your kids and your wife and growing. So I just challenge everyone. That's hearing this to take it to the next level, whether that's joining this group or some other group, but just take it to the next level to take your family to the next level.