

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

Gentlemen, welcome to the Front Row Dads 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 Tatyana father of two boys tiger and ocean and living in Austin, Texas. Let's get right into our next conversation.

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

All right, guys, my guest today is Corey Lee, an entrepreneur, a business builder, a leadership developer. So what I want to talk about today, who's passionate about helping entrepreneurs navigate some of their, their business growth without sacrificing their faith, family, and fitness. All things that I think are very important to keep in the forefront of our lives. Corey has had success in the past. He built and sold several businesses and the healthcare and fitness industries. But most importantly, why we're talking today is that he and his wife, they live with their three kids in Mississippi. I was introduced to Corey through some of my friends, maybe Tom Schwab. I think he's the guy that introduced us. I love Tom and his crew over there. They're always connecting me to amazing people. When I dug into Cory's life and learned that he was connected to John Maxwell, who I love and have so many friends on that team over there.

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

I was so excited to have this conversation and to dig into a little bit about developing leaders at home. Corey, welcome to the show, man. Thanks John man. I am excited about being on with you today. I really am really looking forward to digging in. So thanks for inviting me on. Thanks for having me. Yeah, man, let's start with a win. What's good for you right now. Let's talk about one thing going great at home. Where are you succeeding? And we can brag a little. What is really cool? You know, you've got right now at the time of this recording, you got the coronavirus. Everything's going crazy. Everything's shut down. Schools are out and daycares are out. And what has really been cool for us is that that has been a slow down time. We play soccer and baseball and school and all these different things, but it has really been a good time to slow down.

Jon Vroman ([02:27](#)):

And our family's been doing things like walking around the neighborhood, going for a hike, going for bike rides. And our two youngest kids, their daycare has started back and their oldest son, he has eight. So he's kinda here with me, he's downstairs right now, but being able to be around and just kind of get to hang out with him, see his personality, I guess I would say that's a win, just getting to spend some more quality time with the kids. And the family has been been the biggest way. And I would say, it's awesome. I've seen so many people biking and walking. It's like a neighborhood that I had once dreamed to live it, you know? Cause I remember coming down to Austin four years ago looking for houses and my wife and I were driving through this neighborhood and we see all these kids swings, you know, hanging from trees out front and all these lawn chairs, but we didn't see a lot of people outside.

Jon Vroman ([03:17](#)):

And we were wondering, why is that? Why are we not? Why is this not just alive with energy? And I think it's because in that time, that timeframe, so many people were traveling. So many people were out of town. So many people, right? And not walking or biking in their own neighborhoods. And lately it's been, it's been awesome to feel that and see that. Is there a part of you that is nervous to lose that again at home? Dig in, get to know everybody at a deeper level. Is there a part of you that's worried,

Cory Lee ([03:48](#)):

I guess you could say a little bit. I don't know about word, but kind of not wanting to lose that. Right. And my wife and I were talking the other day, what all do we actually want to go back to? Right. And we live in a neighborhood and the neighbors come over and they have a bunch of kids and they're playing kickball out in the yard and they're jumping on the trampoline. And I mean, it was just really cool to see and hour really don't want to lose that or give that up. So we're trying to decide what are we going to go back to the neighborhood? We went into the stores the other day and you can't even find a bicycle. Right? You go into the sports stores like Academy or Dick's, there's no bikes. You can go to Walmart. There's no bias, right? People are going out. I think it's great

Jon Vroman ([04:33](#)):

Liens bikes. Or if you want to order a Nintendo switch, forget about it, dude. They're all these at home things, right? Even gardening supplies like in high demand, that's right. Going back to 2019 to hear somebody predict what the biggest business is sort of in, in 2020 and how wrong so many of them would have been. Hey, I got to give a shout out to one of my new friends here who lives in Austin, who started guardian bikes. If you guys are look, since you just mentioned that you got to check out guardian bikes.com and I just got one for ocean it's killer, go check it out. Guardian bikes.com. I have no skin in the game here. There's no affiliate. I just met the founder of this company and feeling super appreciative of who he is as a person and also their product. So again, we don't normally throw commercials in here, but you got to check it out. They were on shark tank and it's really cool. Yeah. Awesome. Pretty cool stuff. So anyway, that might help you out, man. I might help you out. Tell me a little bit about what you decided about, not what you're going to go back to. Like what exactly do you want to stay the same? And what do you hope shift?

Cory Lee ([05:42](#)):

I love them being in sports. We love sports and the comradery there, the leadership lessons that are involved with playing sports. I think we're going to try to find more of a balance of what, what all it is. And I think that may be based off of each specific, right? Like I think some of them, our younger son is playing soccer and he's playing baseball, but is there one that he really enjoys the most? Right. And then our oldest son, he wants to do everything, but I think it's finding for them, what do they enjoy most and really drawing a line and then spending some time together, continuing to go for bike rides and go for hikes, go to the movies, have family date nights and balance that out instead of always every single night having something to do. So I think balancing it out, figuring out what it is they enjoy the most and going from there really is kind of what our plan is.

Cory Lee ([06:32](#)):

Corey. How do you know when you're winning at home? How do you know when you're winning at home? I think when they actually start doing, talking about kids, I guess when you actually see them get it, like when they grasp it, our son, one of the things we've been working with him on and it's so tough, our oldest son, he seems to be so jealous of his younger sister and he's always so bossy to her and he

thinks I'm getting onto to him all the time. Right? Colton, you can't talk to her like that, but I want him to see the power of his words, what that does to her and that he wouldn't talk to his friends like that. So seeing him shift a little bit of actually not talking down to her, but kind of helping her and playing with her a little bit more.

Cory Lee ([07:15](#)):

That's just one way to kind of see them win. So where it's not necessarily words, but they're actually taking action on some of the things we've been talking about. And I think it's a process too, man, that for him, that's been tough and it's been a process. I think that's how we kind of measure when is when they're actually starting to take actions on the right things that we talk about. All right. How do you do, do you get frustrated when they don't? Oh yeah, definitely. You know, I mean, in reality it definitely do, but you've got to check that right? A lot of my frustrations they're kids, right. They're mature and they're growing. They don't have that level of awareness just yet. And I think a lot of it comes with patients as well. And I apologize if this kind of offends anybody or whatever, but I am a person to face. So I'll look at that on the flip side, right.

Jon Vroman ([08:03](#)):

Sorry if that offends somebody, what you just said, they don't need to listen to the show. That would be their cue to like depart.

Cory Lee ([08:12](#)):

Well, you know, I see myself as the sun and quick store. So the other day I had done something that I knew I didn't do what I knew I supposed to do. Right. Like I felt like God was telling me to do something. I did not do it. I want to want to listen to this. John. My thought was, I'm about to go for a run. I didn't do something God told me to do. He's going to send, I'm going to go run. And then a dog is going to come after me. Right? I'm going to get hit by a car. Right. And the thought that came across my mind was you really think that's how I am. You know, I'm loving. And I thought about my son and our kids when they do something wrong is the first thought to kill them. You know? Like that's not right. It's not love. And so I'm trying to picture it from that standpoint as well, how God views me as a son and how he's always loving and patient. And I'm trying to be loving and patient as well with our kids. So I never get frustrated, but I'm working on myself to, to, to have that patience. And it's tough. I'll be honest with you, John is

Jon Vroman ([09:17](#)):

You're trying to create a culture of leadership at home. What are you bringing from your business world, into your family life? What principles, what ideas, what strategies do you feel are completely transferrable?

Cory Lee ([09:34](#)):

Yeah. I think number one is working on yourself, right? It all starts with you. The leader leadership starts at the top. A lot of times I go in and I'll do trainings with companies. No one to start with the supervisors, not top down, but they're trying to do leadership from the middle out. Instead of from the top down, it doesn't work, right? It doesn't work. The leadership starts from the top down. It starts with me as the leader of the home, right? There's this old poem and I'm not going to say word for word, but the guy said I wanted to change the world. I realized I couldn't change the world. So I tried to change my nation. And when I couldn't change my nation, I tried to change my community. I couldn't change my

community. So I tried to change my family. But as an old man, I realized that the only person that I can change is myself.

Cory Lee ([10:17](#)):

And once I changed myself, then I could help change my family. Me and my family could change our state and our community, our state change our nation. We truly could have changed the world. So I think it starts with me being aware of what some of my strengths and weaknesses are, areas of improvement. And then I think the other thing is empowering our kids to like empower in them. Our daughter, she's four. She's learning how to tie her shoe. John, I don't want to be tying her shoe forever. Right? But sometimes it's just so much easier for me to get down there and tie her shoe, but empowering her to do that and let her deal with the struggle a little bit. So sometimes there are things that it's just much easier for me to do, but there's some things I need to empower them to do. And I also think I have this tendency to hold back our kids too, by not allowing them to be in the positions, to try new things and attempt and fail. Failure is not an enemy, right? That's a lesson to be learned. So I think there are a ton of them, but the two biggest ones I think are starts with self leadership and then figuring out ways to empower them and put them into positions, to succeed and positions to succeed. It doesn't always mean it's going to go great every time.

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

We're about to do a challenge in our private community. So front row dads is an open community to the world. So listen to the podcast, you know, and there's resources available. But we also have a private community called the brotherhood for the most committed men. We have about 165 guys in that group. Right now they do weekly calls, but they have an option to join and online summits and in person retreats and all that. And one of the challenges we have coming up is a, let your kids catch you challenge. And the idea is anything that you want to see more of in your children. How often are they seeing you do that thing? So like, parents will say, I want my kids to read. And I'm like, how many times did your kids catch you reading a book this week? Right? How many times did they catch you on your cell phone or your computer versus how many times did they catch you with a book in your hand?

Jon Vroman ([12:18](#)):

Hey, I want my kids to be givers. Okay. How many times did your kids catch you giving this week? How many charitable things did you do as a family that they were just a part of not asked or preached to, this is what you should do. Right? We want them to have integrity, but how many times did they see integrity play out? Because we let them see it because we told them that story. So all these ideas about letting our kids catch us to me, it feels very much in alignment with what you just said about leading yourself more than like, I think parents become preachy. Parents become like, do this. Don't do that. Like, where else does that work? I mean, it's not probably gonna work with your teams. It's not going to work with your right. Like we somehow think that what works in every other area of our life is not going to work at home and we should try to apply some of those principles there. Yeah. It's really interesting. Where do you feel you have the most work to do in leading yourself? Corey? Where do you feel like you're struggling right now as a dad? Cause we all have them and I don't mean to put you on the spot, but I love getting vulnerable and open and realizing we're all not perfect. So where do you need work?

Cory Lee ([13:26](#)):

Yeah. Being present, not talking about it. I teach it, but man, John, it is a, it is tough for me. It really is. And I teach it in trainings and all that kind of good stuff, but really what I'm doing now, I'm kind of

talking to me, but being fully present is really tough because I'm an ideas guy and my mind is always going right.

Jon Vroman ([13:46](#)):

Real life example, Cory of like where, you know, you should be present, but you're not. Where does that happen in your life?

Cory Lee ([13:51](#)):

Yeah, so it was super, super recent, right? Like I'm here with our son and it's just me and him. And I know that me and him could do something and he's talking to him and he's telling me a story and I'm just, uh huh. Yup. Yup, yup. You know, and checked out instead of stopping, looking him in the eye and getting really curious and finding out more about what he's talking about and really being intentional, like you said, where else would that work with me? Just nodding my head and yeah. Yeah. Right. For me, that's the biggest thing is being fully present when the kids are telling a story and look them in the eye, take the moment and hear them out. Right. I mean, they've got some things to tell and some exciting stuff to share for me. That's what I'm trying to work on and probably needed the most work on. So

Jon Vroman ([14:39](#)):

I was with my boys this morning, my wife is at the gym. I've got my 11 year old and my five-year-old at the kitchen table. And we decide that what we're going to do is we're going to create a game for ourselves. And the game is that we're going to take low pieces of paper and we're going to write on there, things we could do together that would maybe be 10 to 20 minute activities. And we'll draw one out of the box

Cory Lee ([15:02](#)):

And let fate decide what we're going to do next.

Jon Vroman ([15:04](#)):

Which if you have rebellious children, people that don't, you know, kids that don't like to be told what to do. This is a great idea because it, it's not, you saying let's go read a book. It's like now fate decided, right. And we all collectively wrote things down and put them in the box. And it's amazing. Cause if I would have said, let's think about reading, but when you ask your kids, like what are all things that we can do that are at home that we could happen? Like right now in an instant they're like reading and I'm like, sure, write that down, put it in. Right. And so they'll come up with the ideas. Well, we draw one out this morning and it's drawing. We're like, cool. So we all start drawing ocean jaws, a monster tiger starts drawing sports cars, which he's really into right now.

Jon Vroman ([15:43](#)):

And I start drawing pictures of my kids and which they thought was hysterical. Cause they kind of am funny and not artists really at heart, but we were having a good time. But then somebody from my team called, who knows my children, by the way. So I decided to answer the FaceTime call. And that was great because that person was now engaging with my kids and we were showing them the artwork and everything. And it was just great. And listen to it. This is like full confession time right now. Right? So until I was chatting with my team member, I saw tiger pickup, his Nintendo switch, which I then decided I was going to take his Nintendo switch and go hide it somewhere. So he wasn't able to get access. It wasn't tempting him, but here's what happened. He looked at me and said, wait a minute.

Jon Vroman ([16:30](#)):

I thought we were going to continue drawing. And I said, I'm going to go put this Nintendo switch away. And I'm going to say goodbye to Rachel right on my team. Well, I went upstairs and I put the switch away, but I then dug into a quick conversation with Rachel about work stuff because while I had her, I decided to have that conversation. The problem was that when I got back downstairs, my son was really sad about that situation because he knew in his heart that I kind of bailed on the drawing project. And I use the excuse of putting the switch away to actually do like five minutes of work. And even though I tried to defend that concept for a second, I realized that I was in the wrong with that because I used him touching the switch as an excuse to check out right from that moment. And that was really, it was actually, it was very difficult for me to kind of even like admit to myself that that's what I was really doing. And then to be able to tell him that he was right about that and I needed to make a shift or make a change.

Cory Lee ([17:38](#)):

I really even want to admit to myself, like you said, I had to admit to myself that when you were talking, man, I got a flashback. When we, at one point we own four jams and two physical therapy clinics backing. Remember I was leaving to go coach our CrossFit classes about four o'clock. And I was telling her, our son is that, Hey, have a good rest of evening, good night because it won't be, you know, it'll be in the morning when I see you again. And he said to him, he said, dad, you go into your house. And you know, he called me out because I did not realize how much time I was spending away from our family and how much time I was devoting to work, which I enjoyed it. I loved it. The main, you know, is that more important than our family time? And as you said, that, that, that memory just sprawling back into my mind, but I'm sure there are more instances than I even want to admit to Marcel, but yeah.

Jon Vroman ([18:36](#)):

Who do you think develops a great leadership culture at home? Who do you think does a wonderful job allowing their kids to step up in leadership roles? Like what other dads in your life, what other men have you been privileged to be connected to neighbors, buddies of yours, people in the Maxwell organization? I don't know. Just, is there somebody that comes to mind that you can think of an example of a dad who did something and you're like, that is what helps create a leadership culture at home. Just trying to identify the patterns, the themes, the personality traits, et cetera, to create that.

Cory Lee ([19:13](#)):

Yeah. John, I think that's a great question. And it slipped out, struggling with it for a long time because when I was three, my dad left, he left and I was raised in an early age by my mom and my grandmother. And she back in here, my grandmother still to this day saying these grandbaby boys in mine, they ain't grown up to be no sissies. Right. So she kind of took on that role. She would say, boys, get out here and we'd get out there. And she would have her car in her car port jacked up with the driver's side tire, laid over. She said, pick it up and put it back on. Right. And I'm like, no. And she would have us in her bathroom just plunge in a way at this toilet that was unclogged. There was nothing wrong with the tool that right.

Cory Lee ([19:54](#)):

But she was kind of living out that John wooden quote that says, you know, when opportunity comes, it's too late to prepare. Right. And they did the best they could. But John man, I'll be honest with you. I've I've looked for a long time for somebody like that. Right. A man that could really look up to and my

stepdad came on a little bit later in life, but I was rebellious towards him. So I probably didn't allow him to father me. Like I probably needed somebody. I've had a hard time finding somebody like that. John and somebody that jumps out to me is a football coach that I had in high school. He was fully engaged with his kids and his kids respected him. They actually loved them. They wanted to be around him. Right. Other friends that I had, they didn't necessarily want to hang out with her, their parents, but his kids liked him.

Cory Lee ([20:41](#)):

And then he also had the respect of everybody in the entire school. I can remember a time where this fight broke out in the lunch room. Right. And people are fighting and teachers are trying to break them up. This guy walks into the room. The coach walks into the room. As soon as he walks into the room, there's whispers coach. Knee's here, coach daddy's here. Then they look and they see coach D and everybody sits down five totally breaks up. Right. He didn't say anything. He just walked into the room. Did I love that? He's just somebody that I looked up to from a distance. He was not me, but he had the respect of his kids, but also outside of his family too. And that probably as somebody I look up to from a dad's standpoint, as someone that's got the respect outside of the family, but also within the family as well, it's made me want to, what does that look like? And the change that I want to be, that, that dad to my kids. Right? And they're there for men. So it's really a driving force within me.

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

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 ([22:29](#)):

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,

Cory Lee ([23:08](#)):

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 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 have. We want

Jon Vroman ([23:46](#)):

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 about how important it is for me to get parenting. 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.

Jon Vroman ([24:51](#)):

And I love that because I've met people like that in my life, where, when they enter a room, there's something that shows up with them. There's some presence. There's some authority, there's some respect there. Some insert, whatever word you want there. But it reminds me of a question that one of our front row, dad members, a close friend of mine, who's part of my band. We have these small groups that we call bans, right? So he's in my band. And he sent out a survey recently. He was looking for feedback from people around him. And it was part of a coaching program. He was going through and was, was asked to do this, to learn about himself, to have a self awareness. But one of the questions was something like when I enter a room, what is almost guaranteed to show up with me, you know, that concept.

Jon Vroman ([25:39](#)):

And my answer to him was there is a presence of, there's a confidence that shows up in a room, a calming, courageous confidence that shows up when this person enters the room. And I've wondered the same thing about myself. Like what shows up when I do right? What shows up when? And I think that's a great question for dads to explore is when I enter a room with my kids, when my kids see me enter the room, what did they think? What did they feel, right? What are they expecting to have happen? Are they expecting for that iron fist to enter? Are they expecting for some fun to be brought along with that? Are they expecting heaviness? But dad that gets triggered by everything. Are they walking on eggshells? It's like what shows up for your kids in their heart? What either comes alive or what dies within their heart? When you enter the room? I had to write that question

Cory Lee ([26:44](#)):

Down. That was good. Yeah.

Jon Vroman ([26:46](#)):

I don't even know how it was said exactly, but it was something, something like that.

Cory Lee ([26:50](#)):

That's great, man. I think that's a question we all need to ask her, so I'm going to be asking myself, so yeah,

Jon Vroman ([26:55](#)):

Yeah, yeah. Yeah. It's like, I almost want to stop the show right now. Just sit with that question for a little bit. Right? It's like, that's a big one. Let me go back for a minute too. About like, you know, the influence that men have in our lives. So let's stick there for a second. Right? And you brought up your dad leaving when you were three. Do you have a relationship with your dad? Now

Cory Lee ([27:16](#)):

I could call him and we could have a conversation. He could call me. I would answer the phone. Right. He moved back closer several years ago and still don't really, we don't hang out. Right. I guess you would say, but he was somebody that I always wanted to be there. Right. And I noticed we talked a good bit, like for a long time, but I noticed I was always calling and I said, you know, I wonder how long it would be. If I stopped calling, how long would it take for him to call me and John, it was several years. You know, it was several years before he even called. So I don't have any ill will or anything. I'm good. Right. And we sat down and we, we ate lunch probably a couple months ago. It was probably three months ago. Right before everything started, shut down, had a great conversation. And I believe we could have a great conversation today, but it's always, I would love to be a part of the grandkids live, but there's no action there. Right. So he says it, but he doesn't follow through on it. Exactly. Yeah. And again, I hope it doesn't come across that I have any ill will towards him. I'm I forgiven. I'm good. Are you sad though?

Jon Vroman ([28:25](#)):

What is the emotion around that then? Just, are you sad? Are you disappointed? Are you totally at peace with it? Or is there a part of you that's like a little bummed about that?

Cory Lee ([28:35](#)):

I think for a long time it was probably more sad and I guess it really hit me more sadness that when it took him years to call me, right, man, that sounds crushing. I mean, I was 25 or 26, 27, you know, I was old enough. I was old. I was mature, but I really am at peace with it. I guess to me, the motions that I have is we have eight, six and four year old. And I can remember when our two oldest ones were the same age three and one when my dad left and I just couldn't remember looking, I was like, I could not imagine leaving. And then all the blessings that I miss out. So the feeling that I feel is sorry for the things that he missed out on, right? Yeah. Did he ever say why he left? I think he wrote a note and he left with another lady up to Chicago. He moved to Chicago. So

Jon Vroman ([29:28](#)):

You explained that to your kids or do you talk to your kids about,

Cory Lee ([29:31](#)):

We were at the gas station one day and my dad saw this was several years ago and we talked and he left and our son said, who is that? And so well, that was my dad. And it gave us an opportunity to talk and I'm open with them. You know, I'll let them know that he left, but, but all the things that he missed out on is to me, you guys are a joy, right. And I make a point to tell our kids that tell him so many times that

they kind of roll their eyes, that, Hey, I'm proud of you. You know, did you know, you know what I'm proud of you and I'm proud of you for being you. Right. I don't want it to be a workspace thing to where I did good at soccer. So dad's proud of me, but, but I try to tell them on just any random Tuesday that I'm proud of you and let them know that. And so I'm open with them. I'll let them know and don't want to hide anything from them either. And I'll answer any questions they have to. So yeah,

Jon Vroman ([30:23](#)):

I think it's incredible that we always get to choose whether some other person in our life is the warning or the example like, Hey, this is what I don't want. And therefore you're my greatest gift or this is what I do want, thank you for modeling it. For me, that was my greatest gift. And I just love that we have that choice all the time. And that, that is just a, it's a wonderful way to be able to truly evolve from all the things that might be at our feet in life. You know what we've been sort of the hand that we've been dealt, right. And being able to make a choice of where we go from there. I had a feeling right now, Corey, that I just got to say out loud because it was an internal thought of like, damn man, you've done a great job, becoming an incredible man, choosing a path where you could have easily used your, any hardship, dad leaving as a reason to not step up. But here you are a leader of men. Right. And choosing to really love your kids in a way that say, I want to break a pattern. I want to do something for you that I didn't have that I wish I had had. And I just think that's really powerful, man. So thank you for choosing that path.

Cory Lee ([31:32](#)):

Yeah. I appreciate that. I will say one thing you just said is choosing your attitude. That's something I have to tell myself all the time or attitude is our choice. Right? And our son, our oldest son, his name's Colton. And he came to me one day, a couple of weeks ago. Well, seven months ago he was crying. Right. You know how you cross? You're so mad that, that bottom lips quiver, you know, he came to me that bottom lip was just the quiver. And uh, I asked you, I said, Colton, what's going on? And he said, Brady just made me so mad. And that's his four year old brother, you know? And I said, okay, well, what is it? I said, Brady said something. And it made him so mad. And I told him, I said, Colton, if somebody else can make you mad and if somebody else can make you say it, or if somebody else can make you glad, then you've been handled. If somebody else can make you sad, mad, or glad you've been had, because what you've done is you've given somebody else complete control over your emotions. The one thing you have control over your attitude, you've given them power over that. And you're far too valuable to be given that up to somebody outside. I love what you said about choose your attitude. It is our choice, right? And that's one of the things I have to tell myself, but also to our son and our kids.

Jon Vroman ([32:48](#)):

It's a good one. I never heard that before, but I completely appreciate that concept of the power that we give away to somebody else to make us feel something. Yeah. Let's switch gears for a little bit, Corey and talk about, you know, not only the leadership culture at home, but one of the things I appreciate about what you're doing is you're creating an opportunity for men to connect through your business, to be able to focus on things that matter to them. I believe in front row dads and in our brotherhood are the engine that drives our brotherhood is three things. It's relationships, real relationships where we're honest, my friend David says transparency leads to transformation. So we can have those direct dialogues with people that we admire. Trust, respect. That's the first part of the engine. The second part of the engine is the resources.

Jon Vroman ([33:41](#)):

So being able to collectively everybody throw their best idea in on the table can all see what's available. And these are books. These are questions. These are frameworks. These are any of those things, right. That we can work on. And then to find the result, what are we getting with all this? Right? So we talked about it, we got a resource, we implemented it. And then what did we get? And then how do we keep coming back to the table to either Polish that idea or perfect that idea without stretching to the idea of perfection, but how do we practice that idea? And then hold ourselves to a standard where we have a team that we can show up and play against compete with, have fun with thrive with I'm fully on board with that. And I love learning from other guys who are leading groups like that as well.

Jon Vroman ([34:32](#)):

Let's just explore that for a minute, about how important is a men's group for you in your development. And, and let's talk about this for a moment before we get into your group and what you do and why it works. Let's talk about what experiences did you have in your life that led you to the part where you said, yes, that's what I should do because clearly you had to have been part of some groups, right? So let's talk about the past a little bit first. And what did you get from these communities that worked so well that you want to start?

Cory Lee ([35:06](#)):

Yeah, man, I love what you said right there. And I highly encourage anyone listening to man engage in that because the power of community, I mean, it's powerful, right? It is not a, an addition game. It's a multiplication, right? There's an, the multiple location factor whenever it comes to your growth. But so for John to answer your question. So my wife and I, when we first opened up our business, right, we had a ton of enthusiasm, a ton of excitement, but we had zero, zero business knowledge or business experience. And we knew this, the gym, this is a physical therapy. So we opened up our physical therapy clinic and, uh, I guess kind of going back just a little bit. So I'm a physical therapist. My wife is a PT therapist and I had graduated. And while she was in school, we would, we'd kind of drive around town and we wouldn't say, you know, wouldn't it be cool.

Cory Lee ([36:01](#)):

I mean, wouldn't, it really be cool if we had our physical therapy clinic, like our own own therapy place, their own business. And, Oh, wouldn't it be really cool if this therapy clinic didn't only do therapy, but we had a gym with it as well. If we had a gym too, and it was just a dream of ours and we moved back to Mississippi after contemplating moving to Austin, Texas, which is where you're at. We thought about moving out that way. So we moved back to Mississippi and decided to open up this physical therapy clinic in a town of 1100 people, 900 people that's 1,100,

Speaker 3 ([36:38](#)):

Just in case anybody did, you know, towns of 1100 existed,

Cory Lee ([36:45](#)):

Uh, 1100 people. And man, we opened up the PT clinic and we didn't want to do just physical therapy. We were really wanting to make an impact in our community from a health and fitness standpoint. So we opened up the gym as well. We started doing exercise classes and boot camps and those kinds of things. And, uh, we had 41 people in a grass in grass, so we've gotta do something here. So anyway, we built that, built that business. Uh, 2017, we, we ended up selling those businesses and at the time of the sale, that one little PT clinic in a town of 1100 people was billing out over \$2 million a year. But when we

opened up John, to kind of answer your question was we knew that if that business was going to grow, that we, as the leaders needed to grow, that we were the lid on that business.

Cory Lee ([37:30](#)):

John Maxwell talks about this, right? That your business will never exceed your ability to lead it. But if you grow and develop, then the potential of your business will grow as well. So we started reading the books. We went to the courses of the seminars and all the webinars, you know, and started growing. And we found people who could teach us and train us from a distance, but I didn't have that individual or that group of guys I could go to, to ask questions of, Hey, I've got this business idea. What do you think about this? This is what I'm thinking. I didn't have anybody who could relate to what I was going through in our business, who can Uplevel my ideas, who could serve as guard rails as I wanted to grow my business, but not at the expense of our faith or family or my fitness and who could honestly hold me accountable to the things I said, I was committed to.

Cory Lee ([38:20](#)):

We judge people based off of their actions. We judge ourselves based on our intentions, right. I intended to do that. I meant to do that, but I didn't have anybody who could hold me to my commitment. So, and that's really where we started it at was really to fill a need and avoid that. I couldn't find myself who was starting it there and the power of having somebody like that and what you've got going on in front row, dads, that a community of guys who can relate to what you're going through, but not only relate, but maybe have been through some of that and can Uplevel your ideas and serve as guard rails too. I think that man, that's, there's power in that. And again, I think it's a multiple location factor to your growth, not an addition. So that's kind of where we started. Yeah.

Jon Vroman ([39:06](#)):

When you were back in this stage of growing and you were connecting with all these experts in the field that you were trying to dig into, who stood out as one of your favorite teachers,

Cory Lee ([39:14](#)):

I would say probably John Maxwell, uh, on that one, I mean, he's written more on leadership than anybody else. And what I like about him, I guess, is he put the cookies on the bottom shelf. I can understand that, you know, I've read some of the other books and it's just like, I'm from Mississippi, we've got to take it down a notch, you know,

Jon Vroman ([39:36](#)):

Zippy friends that they got to Sydney.

Cory Lee ([39:38](#)):

Yeah. Well, you know, I'm from the city. I can say that, but he explains it well, and I think it's relevant, right? It's it's applicable. And then there are a couple other ones that jumped out to me is Andy Andrews. He has the Andrews stuff for adds another one that kind of sticks out to me, Robert Kiyosaki, but the opposite of the other two. But those are good. And I think you need to read all those are the ones that really jumped out to me.

Jon Vroman ([40:09](#)):

I appreciate it. Corey, thank you, man. And I wish you luck with your group and we'll link up to your info about the group that you're putting together at front row dads under the show notes and everything, because I think it's great. I mean, you know, you and I talked about this as well, and I've said this many, many times. I mean, some of my best friends are guys who lead other communities of men. We all kind of laugh collectively about the fact that there's just hundreds of millions of people that need help. I have 165 in my membership community. I don't think we're at any risk of like saturating the market here of, of this. And the truth is we all need our communities and every community is different. And you gotta find somebody that you connect with and resonate with that you think shares maybe similar values and has some different values that will challenge you a little bit.

Jon Vroman ([40:50](#)):

Right. And kind of bring that thing to the table that you don't necessarily find so, so easy, but regardless of what it is, it's, it's very difficult to argue against relationships for tens of thousands of years. You know, this has just been at the core of our survival and how we can thrive. Yeah. Corey, on the note, if I can go full circle here to bring us sort of back home on this show and sort of land the plane. When leading into this, I knew that you had something to say about developing a leadership culture at home. I know that there's a lot here that we can still dissect and that there's an endless amount of opportunities for us to tell stories and whatnot. But is there anything that came to mind for you as we were talking that we didn't get a chance to talk about yet that men might enjoy hearing about a story or a strategy that think needs to be said about this subject, something you've learned, something you've experienced recently or in the past that you want to.

Cory Lee ([41:40](#)):

Yeah. And I would like to share something on that, but something else came to my mind too, as you were talking, you're, you're talking about your group and then different groups, if you're listening and there is somebody out there that your voice is the voice that they need to hear, and your voice is probably the only one that they may listen to. So I would encourage you to, if somebody is own your mind or own your heart and step out there and speak life into them, you know, they may listen to a podcast like this. It may be great, but it may not connect with them, but your words will connect with us. I just want to encourage you guys. And there is a world out there that needs your voice and encourage you to step up and step out too. I guess to me, the biggest thing is to be world famous.

Cory Lee ([42:21](#)):

A lot of the people I work with are entrepreneurs and they're wanting to grow their business and they're wanting to reach the world, right? They want to be world famous and I want to encourage them to be world famous, but I will take hers in to be world famous in the eyes of the people. They come in contact with day in and day out. Right. Do you really want the whole world to know you're world famous? Or do you want your world to know you're world famous? And to me that's the biggest thing is as you were talking, setting the example and I loved what you talked about, the activity with your kids, what do you guys want to do? And I think that's great. I think that's an example of being world thing, this world famous in their eyes. There's tons of people. You hear the same that don't ever meet your hero because you'll be disappointed. They know I don't want that ever to be said about me. And I know you probably don't want that said about you, but being world famous in the eyes of the people you come in contact with Diane and Diane, I think is key.

Jon Vroman ([43:19](#)):

Yeah, that's awesome, man. I really appreciate that. Corey, this has been a, a really fun chat. I do know that we have so much more we can discuss and I hope we have an opportunity to discuss it in the future. It's going to be great to continue our dialogue. But in the meantime, I'm just going to remind everybody that, uh, you know, ultimately if I can go back and just maybe highlight a couple of my favorite parts of what we just talked about, Corey, I mean, I love the idea of leadership starts with you and that if ever you experience a challenge at home, just consider how that might be, how the ignition may be in your hands of that, of that thing that might be driving you crazy or whatever it is. Like sometimes I'll give you an example. So my 11 year old will talk to my wife in a specific way where I'm like, that doesn't sound good.

Jon Vroman ([44:04](#)):

And then if I'm really being honest with myself, I'm like, that sorta sounds like me. Sometimes it was right. And, uh, and so it really is that most of the growth that we'll experience in our marriage with our kids starts with us, but he's a beautiful job of, of getting to that point. And I really liked your comment about if something can make you sad, glad, or mad that you've been had. That's a, that's a new one. And I, how you wrapped this up here with, do you want the whole world to know ya? Or do you want your world to know you? And I thought that was really just brilliant, man. So Corey, I think you're the real deal. I really, I said it before and I'll say it again, man, just honor you for choosing a path that was very empowering. One out of integrity, a man of faith that you're really showing up for your family or showing up for your community.

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

We need more guys like you in the world. And I thank you for being here. Thanks for being a, as we would say, a front row dad who steps up, that's what it means to lift others up. That's what a front row dad does. So thank you, my friend, I look forward to more. Thank you, John, man. I've really enjoyed it. I really have. All right, buddy. Well guys, make sure to check out Cory's mastermind program that he's putting together. And if it feels like a good fit, reach out to him. And of course, if we can be of service to you, but the point is that I know Corey and I both agree with this is that whatever group you join and wherever you find community or brotherhood or wherever it is, just make sure that you're connected somewhere, regardless of where you find that to a group of men that you respect and that will help you be come and stay the best version of yourself. All right, Corey, take care of my friend, have a great day.

Speaker 4 ([45:39](#)):

Hey guys, thanks for listening to the show. And if you enjoyed this one, consider what other data out there would enjoy it. Also in 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?

Speaker 4 ([46:15](#)):

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 last and 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 row ads.com and click join the brotherhood.

Jon Vroman ([46:54](#)):

I'm super grateful. I was just at an event that I wore my front row dad's hat. 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've 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 this group or

Speaker 5 ([47:30](#)):

Some other group, but just take it to the next level to take your family to the next level.

Speaker 6 ([47:41](#)):

[inaudible].