

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

Gentlemen, welcome to the Front Row Dad 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, 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 ([00:47](#)):

Mike, Brissett welcome to the front road ad podcast, man. I'm glad you're here. I'm so glad we're here. Glad to connect. Where's home base for you right now, man. Where am I visiting you? Which room in your home or hotel room or Airbnb, or where are you in the world? I'm in my home in Toronto, Canada. We have a very open concept house and we have three kids. So my de facto office, I actually in the summer, my office is usually on the, on the back deck cause it's a really inspiring place to work right now. I'm in laundry room slash office slash recording studio.

Jon ([01:21](#)):

That's so great. Uh, yesterday I was trying to make a commitment, not to lock my door more so recently, you know, just to be more open with my kids and let them come in and see the business and write and just be involved in my world. And it was total chaos and it was, it was I'm in that place where I'm trying to figure out how to be open and let my kids be involved and find that focus where I can get into a flow state and keep it from me. Like if we can get into this a little bit later, but batching things is such a huge concept for me so that when I'm working, my door is locked, whether literally or figuratively, and I've got to focus on that. But then when I'm, when I'm with the kids or with my wife or whatever, I can be all there.

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

So that free flow is nice in theory, but it just means you're not really there with your family. You're not really getting effective work done. And batching batching is pretty effective. I had one of our members in front row, dad's got him Michael Chu. And he said recently on a show that domains force focus. And it was great. I'd never heard it put that way, but this idea of creating domains in your house so that when you're there, that's what you do there. And I heard that about the bedroom long time ago, like why not to have a TV in your bedroom or why not to do work in your bedroom because you want to stay focused on what's the purpose of that domain. What's the purpose of that room. Exactly. Exactly. Tell us about the people that inhabit your home. Tell us about the brick family. Yeah. Well, my wife Kenya, we've been together 14 years now and three kids. We have two, nine year old twins. They're going to be 10 pretty soon. So the twins are boy girl. And uh, my

Mike ([03:00](#)):

Oldest daughter just turned 12. So she's on the verge of teenage teenage Dem. And we also have a dog named Winnie. And as of, until last week we had a wild burden in Rupert that we were, the kids decided to rehabilitate that they found on the street. Was that a success? I think so it just kind of, you know, we had it for about two weeks and we were feeding it and it was learning to fly. And by the end it was flying really well. And then coming back and then just didn't come back one day. So presumably he's, he's

living the good life. That's awesome, man. Mike, where'd you grow up? Where was your childhood? My childhood was also in Toronto and I grew up on the other side of the town, the other side of the tracks I had about a 10 year stint where I lived in Western Canada after university and lived out of a tour bus with my band all over North America and Europe for about 12 years. I had a very itinerant gypsy life, but I landed that it was a Celtic gypsy punk rock band. And that's so great. That's as close as I could ever sit down. Yeah, we had a pretty eclectic sound, but we had a lot of fun with that. And uh, those are some definitely some formative years.

Jon ([04:09](#)):

You did that for years. How that, I mean, that's a, that's a thing. You do that for more than a couple of months.

Mike ([04:14](#)):

It's really a thing I did it for about just under three years. And it's an all consuming thing. That's your family, that's your friends. That's your life. You are when you're on the road. You're, that's all there is. And it was for the first two years, it was awesome. And I loved every second of it. And then for the last half year to a year, it was, it was miserable. It was just too much.

Jon ([04:36](#)):

I'm just taking a guess here. Cause I see a guitar behind you. Is that your weapon of choice?

Mike ([04:40](#)):

Yeah. That's an acoustic guitar behind me. That's my weapon of choice. These days I started out playing electric guitar and then in that particular band I played bass, which was a pretty easy transition and actually loved playing bass. It's such a, you're kind of like that bridge between the drums and the rest of the band. And it's a very under appreciated member of the band.

Jon ([05:01](#)):

Yeah. I don't appreciate them as much as I probably should.

Mike ([05:04](#)):

You would notice too though, man. I want to learn

Jon ([05:08](#)):

Man. My music knowledge to appreciate. Yeah.

Mike ([05:11](#)):

I look at the bass player in an entrepreneurship metaphor. They're kind of like your chief operating officer, like the glue that keeps everything together and functioning.

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

Yeah, right to the heart of our audience. That's so cool. That's awesome. So Mike, you and I connected, was it Rulon that put us together? I can't remember.

Mike ([05:30](#)):

I think it was John Ruhlin. Yeah.

Jon ([05:33](#)):

Wonderful human shout out to John Ruhlin if you don't know who he is, everybody check it out. Giftology is his book, but his business is all about loving on people and he's just so good at making introductions of people. And that when I learned about your world, Mike, I was enthralled immediately because of what you're up to and finding out a little bit about your life and your history and what you've been doing with your life and what you're doing now. Like when I was on your site earlier today and I was looking at Wayfinders, I was like that your opening line where bold entrepreneurs belong. And I was like, I was like, Oh, I found, well, I mean, this is like a little like I'm patting myself on the back, but it's like, Oh, this is a place I'd like to hang out. Right. Bucket lists, locations, peak experiences, incredible people. I'm like, yes. And then I saw a picture where a Jordan harbinger was with you. Right. And Jordan's a buddy and I would, Amanda, I'm just, I've looked at it going. I wish I was in that photograph. I was wish I was there. Where was that? Was that, that was something that, you know,

Mike ([06:33](#)):

That was in Bhutan last November. Yeah. I've since come to know Jordan really well, he's a great guy,

Jon ([06:38](#)):

But we just had them on the podcast. We were talking to guys as a new dad, you know, we were talking about his life. I'm really impressed by what you built Mike and what I want to get to and why I was so excited to have this chat with you is I wanted to share your story with our listeners, with our front row dads, because I think your story is one that with these men very deeply. And if you wouldn't mind, man, I know I'm just opening it up to sort of just we're diving right in here. But if you could sort of take us into the journey of your entrepreneurial life and maybe take us into the time when you were all in and maybe so far in that you needed to make some adjustments to your life and your schedule and take that wherever you want, man. But I want to do some open up and just get right to it because this is a big part of your story. And I'm so impressed by how you've navigated this, this life of yours.

Mike ([07:29](#)):

Yeah. Should I start at my paper? That's right. Exactly. Exactly. Okay. My first proper venture was right after university. I moved to a little ski town in the Canadian Rockies called Fernie and got fired from my first three jobs discovered I was a crappy employee and I needed to venture out on my own. It ended up starting up a mountain bike tour company. There was this amazing network of mountain bike trails and more and more tourists coming into this town. And, and, uh, just sort of had a hunch that people might like somebody to show them around. And one thing led to another. I brought on a partner by year five. We were running these week long trips all over BC by year I'd moved back to Toronto and I started scaling the company all over the world. First international destination was Peru. And then we did trips in Croatians, Slovenia and Guatemala, New Zealand, Nepal, Greenland, you name it all over the world.

Mike ([08:21](#)):

And I just 2013 is when I brought on my first investors. And uh, just, I was kind of impatient with the growth we were having at the time and wanted some more capital to just really throw fuel on the fire. And I think I did that again in 2014 and again, in 2016 and really just aggressively growing the company, hiring staff and expanding and spending lots of money on marketing and all that kind of stuff. And the growth rates were impressive. We averaged about 45% a year over five years and the company was

growing nice land and the curve plotting out our revenue and our, with my joy, it was almost complete inverse relation. And more than the more the company grew, the less joy I took from it, I ended up spending, you know, most of my time was spent reviewing shareholder agreements, writing shareholder updates, dealing with lawyers, dealing with spreadsheets, managing this team of people almost zero time on the mountain bike.

Mike (09:14):

And in the early days of my company, you know, I was, I was the cook. I was the lead guide. I was the sales department, the marketing department that driver, you know, you name it. And I was out there doing it. I was spending a hundred days of summer on my mountain bike and having a blast, you know, going it it's stressful for sure. I was, you know, as a one man show for a lot of that, but it was, it was a blast. And I was showing these people, these incredible, you know, some of my favorite places in the Rockies. And, and then I was spending my time locked in my office, dealing, dealing with all this stuff that I just mentioned. And that was, of course I was so stressed and slammed with that. It was affecting my relationships with my wife, with my kids, with my friends, whom I weren't seeing whom I wasn't seeing. And you know, it wasn't like a big punch to the face kind of moment, but it was like over the course of a few months, it was just this gradual realization. Like, what the hell am I doing here? And realizing that this wasn't serving me. And it was kind of that classic trap of like, okay, if I just get over this next hump, then I can hire some more people and decrease my workload or we'll get there.

Speaker 3 (10:12):

I have no idea what you're talking about. Mike. I've never said those words. Exactly.

Mike (10:18):

You know, when I, then this, and I just realized that, you know, I was trying to envision what the future would look like, and I couldn't envision any future along that particular path that led to me experiencing what I really wanted to experience, which was, you know, moments of connection with the important people in my life and moments of joy and wonder and gratitude and all that kind of stuff. And there's a couple of things that really changed the course I was on. One was reading ego is the enemy. Ryan holiday probably know that book. And I imagine a bunch of your readers or listeners do as well. And the other was a short workshop with a fellow named Philip McKernan. Who's in your neck of the

Speaker 3 (10:53):

Absolutely. You haven't Phillips been on a show. Yeah.

Mike (10:56):

Yeah. And, uh, you know, one of the questions they asked in that workshop was where are you seeking validation and the book. And that question really sent me down this rabbit hole of, of just recognizing, questioning everything and then recognizing how much of what I've been doing was just this, you know, hungry ego class for validation. And, you know, if I, if I get on the cover of entrepreneur magazine, then I'll, you know, then I'll feel validated. And if we reached 10 million in revenue, then you know, olive arrived as an entrepreneurial feel good. And just this realization, that shit, that stuff is that stuff is meaningless. If all these other important things are being compromised. And so it was just a gradual reorienting. And I decided the first order of business was just deciding that growth was not going to be our primary metric because at the same time, as I was growing the company, I was killing our balance sheet.

Mike ([11:45](#)):

I was killing our profit and loss statement. We were losing money. I was constantly raising money from investors. So I said, I'm getting off this hamster wheel. And we just focused on two metrics, profit and happiness. So my happiness primary, but the staff happiness as well. And I knew if I was happy and my staff were happy, then my customers would be happy. And that became our primary metrics. And then that also sent me down the path of how do I build out the systems of this company so that I don't have to work these crazy hours. And it took about six, seven months to put everything in place. But by the end of that, I had a profitable company and I was down to about two or three hours of meetings every week. And that was it. And I'd pulled back completely from the company. So I eventually sold that. I sold that in February of 2019 and, uh, Wayfinders has been my primary focus these days, but a lot of those same principles are in play there, right? Like really recognizing when my ego is at play and also just orienting the company towards joy and fulfillment and meaning both for myself and my customers. And it's been such

Jon ([12:48](#)):

So most important question here is how much are you getting on your bike these days?

Mike ([12:54](#)):

Yeah, that's a great question. I've actually, I was just telling somebody, one of my customers the other day, a guy named Jeff Kelly who runs, uh, an amazing worldwide Cyclery. I'm going to give them a little plug. It's a primarily online retailer of high end mountain bikes. We were just chatting. His business is booming right now. Cause everybody name of it worldwide Cyclery. And when I first met him, you know, he's built this crazy impressive business and I never would have guessed that you could sell \$10,000 mountain bikes online. Right? Cause like when I buy my mountain bikes, you know, I go and I want to sit on them and I want to ride them and all this kind of stuff, people are buying these high end Nomics. Anyway, he was asking me if I was riding a lot. And I said, man, I've been writing more this year than I have ever since my kids were born. And the Hunter rediscovered that I kind of lost a little bit of a passion for mountain biking, maybe cause it was wrapped up. It wasn't just a passion or a joy or a hobby. It was my business and music kind of did that for me as well. Once it became a business, I kind of lost a little bit of the passion for it. But now I just love being on a mountain by it's such and such a good feeling.

Jon ([13:56](#)):

So I, uh, I feel compelled to tell you these two funny stories about failing mountain bike. The first one happens in Philly. Have you ever biked around, uh, Fairmount park in Philly? So it's actually bigger than central park. Most people don't know this is Philly has a park. It's bigger than central park. It's called Fairmount and there's these amazing trails. And one of our front row dads and a brother of mine, Mike McCarthy, he runs going, Oh you do? Okay, great. So Mike loves to mountain bike and I take Mike out and I have this old Cannondale from like 15 years ago. Right. I just say bike, let's go biking. Well, we get out there and I am not prepared at all. My helmet doesn't fit. My Pike's just not tuned up like it's and he's got this kick ass bike. And he rides in Colorado all the time.

Jon ([14:41](#)):

And I just realized in that moment, the difference of somebody that really knows what they're doing. And so, but I'm trying like hell to keep up. And we're bombing this Hill and I go over this bump and my helmet goes in front of my face. So dude, Mike, you probably had this moment, I'm sure as much time as you've spent on a bike, but I could not see anything and I'm going the fastest. I've ever been on a

mountain bike on a narrow trail. And I just know in any second, now I'm going to hit a tree like head on and this is not going to be good at all. And somehow with the grace of God, I narrowly avoided death on this trail. So that's my, that's my one mountain biking memory. I sold that bike. I never biked until I got to Austin.

Jon ([15:25](#)):

And one of our dads here in the area as name's Jeff Coovian great dude, opening up an act in school here on the South side of Austin. He took me out on his Santa Cruz. Tallboy do you know this man? So he gives me his Santa Cruz tallboy this is like thousands of dollars, right? I mean, I don't even know I don't, but this is a very nice bike. It's like a Cadillac. I'm just, and I fall in love, man. We ride for three hours through all the trails of South Austin and we just have a blast. And I, I think it's like, what's so interesting about I'm 44 years old. I've got two boys, a 10 year old, a five year old and I've never fallen in love with mountain biking, except for literally weeks ago, my eyes are opened up to this whole world that exists. It's just such a great thing to do with your kids and your buddies.

Mike ([16:13](#)):

I mean, I take my kids up, uh, fairly often and there's just something about being out in the woods on a bike. And like, you know, most kids respond fairly well to being on a bike. It's this kind of feeling of freedom or whatever. Then you take them into the woods and there's this whole wilderness element to it. And it's a, it's a special experience. But you know, when you, when you get on a good full suspension mountain bike, it's just a totally different experience. It's totally different. There's few sports where the equipment you have makes such a big difference, right? Like if you can put me on the best set of golf clubs in the world, I'm still gonna shank balls all over the place. But you put me on a, you know, Santa Cruz cowboy or a really high end bike and I'm going to manage pretty well. Even if I'm a beginner

Jon ([16:50](#)):

Right about that. Yeah. All right. So for those guys out there that want to get started that want to do a little mountain biking, let's go practical, micro suggestion here of what do they do? Where do they go? Like, let's say they want to drop 500 to a thousand bucks on a bike, right? Because they want a good one. That's going to last them the next decade, but they don't need the 5,000 or \$10,000 pro model. What do they get? Where should we be looking?

Mike ([17:12](#)):

So if you want to spend a thousand or less, my recommendation would be to get a used bike. Cause that's not going to, it's not going to get you a lot of new bikes. And I would recommend get a hardtail. That basically means a bike that doesn't have rear suspension, but you want one with front suspension, right? You have, you have front forks that eat up a lot of the bumps and that's going to go most of the way to getting you a pretty good start on it. And I recommend get the best used bike you can, which, you know, talk to some people that you know, that are going to help you figure that out. And I mean, \$500 will get you started. If you can spend a bit more up to a thousand, a thousand dollars on a used hardtail, we'll get you a pretty nice. And probably as you've demonstrated a well-fitting helmet would be a good investment. Yeah, that's right. Exactly. Thanks for listening. Yeah, that's exactly right. So let me get us back on

Jon ([17:59](#)):

Track here. I want to know, and that's a great story, Mike, and I really honor you for having the awareness to know when things were going off track with your business. No pun intended there. But what I want to do is I want to get into this ego piece for a minute. Cause you know, when you brought that up about where ego played a role, how did you know that your ego was at play? What was it about that book? What was it about that deep dive and take us into the ego piece a little bit more? Cause I'd like to know sometimes I worry that my ego is out of control and I don't even know it.

Mike ([18:35](#)):

Yeah. Well, I mean the way I looked at it with my company, we had this Beehag big, hairy, audacious goal that you've probably heard that term before that we wanted to be in 150 countries by I think 20, 21 was the goal. Cause that was set in 2016 and in late 2017, I launched this new program. It was kind of like a Airbnb of mountain biking type of thing. And we very quickly expanded to 45 new countries. And we were, we were on our, we were on our way, were out about 50, 60 countries at the time. It's like, yes, we're going to get there. And, and um, I just started questioning like, why is that meaningful to me? And couldn't really come up with any answer and answer other than it's just my ego. Like I want to be recognized for that, that I built this company.

Mike ([19:21](#)):

And then I thought like, well, what's driving that. And you know, the more I went down that rabbit hole, I just realized this is I'm not getting validation and others in my life, you know, primarily from myself, you know, self compassion or self knowledge or self-love or whatever. And we won't go too deeply into that, but I certainly did my share of therapy and self-questioning and all that kind of stuff. And I ultimately realized like, I don't need that. I don't need to be on the cover of entrepreneur magazine. I don't need to win awards. That's just, it's fleeting and it's illusory and it's not really that meaningful. I want my own validation that comes from myself, comfort in who I am in my own skin. I want it for my family and for my friends, not necessarily be validated, but just to have mutual respect and love for one another.

Mike ([20:04](#)):

And that to me, you know, to get to this point where we're going to hit 150 countries that I think we like to think that we can get to these mythical places without a huge amount of sacrifice, but it's very tough to pull up and you look at Elon Musk, right? And he's achieved incredible stuff, but he's the first to admit that his life is often miserable, who wants to be married to a guy who's working 90 a hundred hour weeks, right. You're not going to, you're not getting a lot in return for that as his partner. And so, and I guess, you know, I've spoken a lot and had lots of conversations with my fellow entrepreneurs. I have a pretty big network of them and just, you know, a lot of people who've built way bigger companies, you know, a hundred, 500 person companies, nine figures in revenue.

Mike ([20:45](#)):

And I asked them like, you know, are you doing that? And generally the answer is no, not really. I miss the old days of my company when it was just me and a handful of people and we were in it together. And so I often talk about, I, I don't, I'm not necessarily against scale. I'm just against scale for the wrong reasons, because if you're not really questioning why you're scaling, if you're scaling, because you really believe in what you're doing and the impact it's creating and that it's changing people's lives for the better. That's great. But you also, that's not the case for a lot of people they're just scaling because we sort of just accepted as the thing to do. That's what an entrepreneur does. You just grow, grow, grow,

and I've hit this amazing sweet spot with Wayfinders where I've grown it to this point where it provides a very comfortable living.

Mike ([21:29](#)):

I don't work more than, you know, 10, 15 hours a week have provided tremendous value and impact for my customers, but I only do two events a year and that's all I want to do. And there are 25 people, each 50 customers a year. That's all I need to make a very healthy living. And it's been very easy for me because of that prior experience to resist that internal urge. And it comes up, you know, I see all my friends scaling businesses and I want to do that. But, but then it's very easy to quiet that voice because I know what, what that previous experience was like. And also like the other thing is I don't have any staff. I have freelancers who helped me with various things. I just, I was talking about this with a friend the other day who was thinking about downsizing, her a company. And I just, you know, I didn't give her any advice. I just said, listen, I love not having any staff. I don't have to attend any meetings. I don't have this feeling like I need to manage people or are they getting work done or whatever. It's just me. And then people that I contract out or whatever, and that's, that's a great feeling. And um, I'm just constantly questioning myself, you know, if this where I want to be. And the answer is generally. Yes. So that's great

Jon ([22:36](#)):

To some specifics about what you did to get the business down to, you said two to three hours of meetings

Mike ([22:44](#)):

Every week. Yeah. So Tuesday was, we would have a one hour staff meeting and then I would have three half hour one-on-ones with three of my team members. And that was, that was about it. And sometimes I wouldn't even have those one-on-ones if they didn't want to, but that was it. And everything ran smoothly.

Jon ([23:03](#)):

So guys out there like me, so for me, coach me, Mike, coach me, by the way I say this, I'm like, I'm happy to admit that right now I'm working so hard on front row dads. Actually. I love it. And I think I'm doing an okay job taking care of my family along the way, because one thing I expressed this to one of our guys, Chris Hahn, and another guy, Ken Wimberly this morning on a walk around the Lake in Austin, where I was saying that in the past I would work and it would be like the never ending busy season. So I would just keep telling my wife, like I'm in a season, a break is coming some day soon, but that didn't have an actual deadline. And now what I do is when I'm going about to go into a busy season, a launch or whatever project, I'd take them away on a vacation on the front end to fill them up.

Jon ([23:49](#)):

And then I take them away out of vacation on the backend. And I find that I can get about three to five weeks of like all out, like, you know, go after it, big in the business, but I have to be bookending it with activities with the family and all throughout. I mean, I'm not checked out completely along the way, but take me as an example, if you will. Just because I think I do represent a large portion of our group, which are busting ass. Now we've got guys in the community. I know that. I mean, I've got guys in their twenties and thirties that invested in real estate or sold a company and did really well. And they might work an hour a day or two hours a day. I mean, I look at that and I go, what are you doing with all your

time? Right. And for me, I'm probably working 60 hours a week right now. So what do I do? How do I start moving more towards a life where I'm at 15 hours a week, 20 hours a week? What are my steps?

Mike ([24:43](#)):

And the important thing I'll mention is that just about anybody can get there and I've coached a lot of people through it and I'm not pitching my coaching cause I'm not really doing any of it, but I've coached a lot of people through this process and I'll hit upon kind of what I think are the most important aspects of it. And these are in no particular order. Although some make sense, I didn't follow this in any particular order. It was kind of all happening simultaneously and a bit of a mishmash and whatnot. And some of this stuff is I really dove down the rabbit hole of books and entrepreneurial training. And so a lot of this stuff has cobbled together from different sources, but often with my own twist on it, sort of the first thing I think is, is really, really having a super clear vision about where you want to take your company and writing that down, spending time with it, making sure that you're aligned with it and really getting super clear on that, you know, in, into my new details and stuff like that. Because if you don't have a clear vision and then you step back, your staff will probably be taking your company in directions that you don't want them to. Right.

Jon ([25:45](#)):

Mike, is it in your mind, is the vision for your company different than a business plan, the three or five or 10 year business plan and how are they different, the vision for your company? Like maybe you could articulate what that looks like a little bit.

Mike ([25:58](#)):

Yeah. I mean, I think of a vision that's like, how does, how does this business make me feel? How does it make my customers feel? How does it make my employees feel? I mean, you get specific about this, but like getting specific about where, like I use Cameron, Harold's vivid vision as a, as a template for this. If you want, you can check out his book, it's called, it's called vivid vision. I have a few unique twists on it, but you know, his template is, is as good as any, as I've found. And it's really just stepping out, like, what does this company look like in three years from now? How big are we, whom are we serving? Whom are we not serving? I think that's an important thing because it's easy to be like, Oh, let's go after this customer base. And that customer base, whatever, be very clear on who you're serving, what is the impact you're creating? What is your staff look like? And again, like really try and separate, really try and look at like, where is ego driving this thing? Because if you're three, our vision is we're going to serve a hundred million people. Well, that's great.

Jon ([26:50](#)):

But why do you want to do that? Right.

Mike ([26:53](#)):

Want to do it because you just believe in your product. So while it's going to change the world and everybody does, but realistically, are you, you know, so really thinking about that, what does that company look like? Where are you located, where, you know, where's the future taking you and also just like spelling outlining, what, what is it that you don't want your company to look like? And so when I wrote mine, I was very clear, but what I wanted my company to look like, and who are our customers, we're going to be, and where we were going to operate. And we weren't going to be offering road biking trips, and we weren't going to be offering, we were just gonna focus on mountain bike adventures

around the world. And we had a very specific clientele. And the thing that that does for you is, and it takes a little while for your staff to get really comfortable with that.

Mike ([27:33](#)):

Because if your vision has been kind of nebulous or you've never defined it, they've kind of made it up in their own minds. Maybe. So for the first little while, they'd bring me, you know, these ideas or opportunities all the time. And then I just keep bringing it back to the vision and say, Hey, does this fit in? Is this going to take us toward that vision or not? And then I kept reminding them, Hey, this looks like a distraction to me. This is our vision of taking the time. Just keep coming back to that and how that differs from a business plan. I kind of think business plans are a little bit useless because your business plan is kind of like outlining how you're going to execute on a vision or maybe no vision or whatever. But he really, it's really hard to put down on paper, how you're going to execute, because like Mike Tyson says, everybody has a plan till they get punched in the face. Right. And so you go to market and all that business plan, that's just, just drowning in assumptions. All of a sudden it goes out of the water know, like that didn't work. That then rip that

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

Every day. Literally.

Mike ([28:31](#)):

Yeah. Yeah. So that vision was an important piece of it. Something I call our guiding principles, which other people might call core values. But I like to look at them through the lens of guiding principles, which means if they're written well, then they will help guide staff behavior and staff decisions. Whereas I feel like core values or some people have maybe a negative reaction to them because they have their own internal set of values. And they may or may not agree with the company values. Whereas if you write a set of guiding principles, but how your company behaves and operates in the world that gives, I'll give you some examples, but that, that gives them direction on how to make decisions. So one of our guiding principles was take risks, mitigate those risks with some good planning, but take risks. I wanted people to constantly be pushing the envelope, taking chances.

Mike ([29:19](#)):

I mean, we're a mountain bike company, right? So we shouldn't be taking risks. So when my staff were looking to make decisions, whether they're big or small, I didn't want them to choose the safe decision. I wanted them to choose the, you know, the big, bold move. Another one of them was make a hundred year decisions. So make decisions that are gonna make sense a hundred years from now, not just this week or this quarter and that, you know, we had a few others, but we distilled it down the end to about five or six. We had a lot more than I realized there was too many. And they sometimes might act in conflict with each other. But again, why don't, you know, when I would have those one-on-one staff meetings, part of it was, I would ask my staff like, you know, what are the big decisions you've made this week?

Mike ([29:57](#)):

What are you doing to push us forward? And they'd say, well, I did this. And if that wasn't in line with our guiding principles, then I would, I would call them on it. I don't think you really made that decision with those guiding principles in mind, right? Maybe it was like a really conservative, safe decision. I feel they could have pushed the envelope a little bit, or maybe they were prioritizing the short term over the

long term. So those two were really huge. And I don't want to say this in a disparaging way. I love the four hour work week, but stepping up from your company is more than just outsourcing things and hiring people and delegating everything. People need to have a foundation and a system within which all that decision making happens. Cause otherwise they're making decisions that don't really fit in line with what you're envisioning.

Speaker 4 ([30:41](#)):

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.

Speaker 4 ([31:22](#)):

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 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 in their own. Here's what one of our members has to say about the brotherhood,

Mike ([32:01](#)):

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 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 that I've seen have. We want kids to have great

Speaker 4 ([32:40](#)):

Relationships and learn from others. We should lead the way and model the behavior. We went to pass along. Hey, 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, a 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.

Mike ([33:44](#)):

One of the biggest things we do as leaders is help people make decisions. Having the solid foundation means you have to make a lot fewer decisions. So two other big things that really helped. One was something. I think I picked this up from the traction system was the, this issues, issues, list and issues meeting. So, you know, as an entrepreneur, as a CEO, you're always, they're always putting out fires, right? You can probably relate, relate to that. You're dealing with, you know, whatever thing is broken or crisis or whatever. It's hard to get anything done. When you're constantly putting out fires to get meaningful work done, people are bringing this to you all the time. They expect you to get your hose out right then and, and does everything. So this issue is less, it was just a Google sheet and everybody had access to it that bookmarked in their browser.

Mike ([34:25](#)):

And when stuff came up, they would, unless it was like, you know, if it's critical, like, Hey, our whole eCommerce system is down and we're not accepting revenue. We'll better deal with that right away. 95% of the time issues aren't critical. They would just park it in that list. And then once a week we would have a meeting and we would look at that list. We would vote on as a team, like what needs to be dealt with first. And usually we would tackle one or two issues every week and we would dive into it. We would really discuss it. We would go into what's the root cause of this thing. And sometimes like the five whys process is really good for that. Like, why is this happening? You come up with an answer then ask why is that happening? And keep going down until you get a root cause and then come up with a plan to deal with that thing.

Mike ([35:07](#)):

And so that gets parked in the in progress thing. Somebody gets assigned to it and then that issue gets if you've done it right. That issue gets dealt with forever. In the typical company, the reflex is to just slap a bandaid on something, while you slap a bandaid on something, probably isn't going to deal with the, you know, the bleeding artery that you've got there. So that's a great system for just dealing with stuff forever. And then the final part of it is just having lots of playbooks. So everything that happens in the company on a regular basis, recurring basis, you write a playbook for that. Yeah, that's something I picked up from Dan Martell. And so I started documenting everything that I did on a regular basis and I would write it out in painstaking detail, step one, step two, step three. And I would get this intellectual property out of my head onto a sheet of paper. And then somebody else could do that for me. And that's kind of the first step of delegating. Some things like really document what it looks like. And then we had a whole big table of contents thing and that's not all of it, but that was the bulk of the most important stuff. And that, that really, you know, my hourly duties just kept chipping away every week. And until six, seven months later, it was down to those few hours of meetings.

Jon ([36:14](#)):

It's really cool. How much do you think in being able to, for you to step aside and your company to run effectively, how much of that is playbook and how much of that is the people having the right people and how much of that is having the right system?

Mike ([36:31](#)):

Yeah, that's a great question. And that actually brings me back to the vision. Cause something I forgot to mention is that when you take the time and like, this is not a quick thing, like you should set aside a day for this, go hang out somewhere that inspires you, whether it's in the woods or in the sauna or, you know, whatever, probably can't write in the sauna too well, but just really clarify that vision. And when you bring that to your staff, you know, if there's people that you can sense resistance and they just don't jive with it, you need to get rid of them. Because if they do not believe in your vision, they are not going to contribute to it. They may even actively sabotage it. And you need people that are just super jet. They don't need to be jazzed by the whole thing, but they need to be sufficiently jazzed by lots of different elements of it.

Mike ([37:11](#)):

And then they find where they can best contribute to that. So when I wrote my vision, one aspect of that vision is I wanted my company to have the best reputation in the industry, highest customer service ratings, just people, you know, our online reputation and reputation everywhere. I just wanted us to deliver an incredible product. And so Meredith who was worked for me at the time, she was responsible for customer service and she was super jazzed and she was like, I really want to up our customer service. And so she actually used a lot of John Ruhlin stuff, you know, like sending amazing gifts to our clients and stuff like that. And our customer service ratings went through the roof. And um, anyway, so, you know, back to staffing, like you need the right people. And surprisingly, like if you have a good vision and good systems in place and playbooks and all that kind of stuff, you can probably get away with less staff than you think you need to pull this all off and people working less than you think you need them to work. As all of this stuff started to come together, I gradually started scaling my employee's hours back. So I moved everybody in the company to five weeks, paid vacation soon after that. And then I cut out Fridays in the summer, so people could have three day weekends and then half day Fridays, the rest of the,

Jon ([38:22](#)):

Oh, me in Canada, Mike all made Canada reason, number 72. I want to move to Toronto.

Mike ([38:29](#)):

Yeah. And so the more I cut people's hours back, the more productive they were cause they knew, you know, and day shrank to nine 30 to four anyways. So the systems are definitely part of it. You need, you need the right people. It's not just about systems. I think you need, people are inspired by what you do and inspired by that vision. And it's both really, but I just, I do think the systems and the playbooks are a huge part of it because the other thing, having all this stuff, having good systems for everything, it makes things like vacations and sick days and whatever so much easier because other people can step in, it makes everybody's job easier. So I made sure that every week I was writing at least playbook and one, one playbook. And I, and I told my staff, I want you to write, you know, for whatever, make a list of all the things you do in as part of your regular role. And then every week I want you to write one playbook and I want you to link to it from the table of contents. And then over time, you know, maybe it took four or five months. Everything we did in the company was, was documented. And I could have, I

could have brought in a whole new staff and they could have, you know, they would have little bit of a learning curve, but they would have known how to do everything in the company. So

Jon ([39:35](#)):

It's amazing also in writing the processes, at least I've found that when I'm forced to document my own process, I see a lot of inefficiencies in it because I'm forced to put her on paper. Exactly. And it's like, even if nobody ever looked at it, it would make me better at that work to articulate it on paper, which is, which is important.

Mike ([39:56](#)):

The last piece of the puzzle that I'll mention is just on a personal level for you as a leader, you need to focus your time where you're creating the most value for the company, but also where you get the most energy. And conversely, there are certain activities that you do. I'm sure that totally brand new and you hate doing them. And that's the stuff you do. You just got to stop doing that. Right. Because for me it was anytime

Jon ([40:19](#)):

CASTING, this is actually Canadians. This just charges me, man. This is, this is what I can tell. And you're great.

Mike ([40:29](#)):

Yeah. And so, you know, for me with anything to do with financial stuff and invoices and paying suppliers that can stuff. Yeah. I just, it just sucked the life out of me. And so it's really hard to be a good leader when you're doing things that are sucking the life out of you. So that was the first thing to go. You know, I wrote playbooks for all those things. And then I just delegated all that. And I started with those things that they were either things that didn't provide a lot of value for the company or suck manager, or sometimes they were both often they were both right. And that was the low hanging fruit is like, get rid of that stuff first. Even if you've got to pay somebody like a lot more than you want to pay them to do this, it's just, most of us when we're running companies, there's probably activities that we can do that's that are like thousand dollar an hour or even a hundred dollar an hour work or whatever.

Mike ([41:16](#)):

And then we get stuck doing things that we could hire somebody for \$15 or \$20. Even for me, it was, I realized even if I had to pay somebody a hundred dollars, if that freed up a few hours a month, my time I could put that towards creating high level partnerships that would probably bring in a hundred dollars a year. And I could, you know, I could spend 10 hours working on a proposal and that could bring me in a hundred thousand dollars a year. That's \$10,000. I don't know if I got my math right there. But anyway, you get the point it's like really pay attention to the stuff that you really drains your energy. You hate doing get rid of that stuff. Cause that's

Jon ([41:50](#)):

Toxic. Yeah. Mike, this has been great. I'm just looking at some of the notes that I jotted down here. I love where we traveled in this from the ego part of the conversation to the important metrics that you were after, which was profit and happiness, correct me if I'm wrong on any of this. Right. And ultimately leading to building a system that allowed you to stop working such crazy hours and whittle that down to several hours a week of doing the things you really wanted to do, some elements that allowed you to

get there was, you know, a clear vision guiding principles and ultimately a playbook that helped you get to that space. I mean, is that, am I kind of capturing an essence of where we've been so far? Yeah, yeah, for sure. Awesome. I know there's a lot more to it, but uh, yeah, I'm just, I'm really appreciative of this and it makes me excited to be in a planning session with my team coming up shortly, we do a day, a month, right.

Jon ([42:47](#)):

To plan. And then we, we do two days, a quarter to plan for the 90 days. And then we do three days to plan the year. So that's how we break down our planning. And I'm going to bring some of these ideas to the table, man. And, uh, and talk about it. We used to have in front row foundation, we had an own, we called it our own and this was our operation manual. And we started to get there. But then I think what happened was we all got fired up about doing the home and then we just got busy with work and then we just stopped doing the right. It's really has to be something. I like what you talked about, you know, committing to writing almost like a part of the playbook every week.

Mike ([43:27](#)):

One thing I would say is like, if it's not in the calendar, there's a good chance that I won't make sure it's in your calendar and make sure it's in your staff calendar. And the other thing I would say, just in terms of your, your meeting rhythm, that's great. We were kind of on a similar one. Do you have time in there for your team to just hang out and connect and just get to know each other as people?

Jon ([43:46](#)):

Yeah, we do. We have that baked in. We do a good job. We play volleyball every Saturday and that's great.

Mike ([43:50](#)):

Yeah. Yeah, because I was mentioning this when we were talking before, like I've over the last six months, I've really been diving into the science and particularly the neuroscience around connection and community and belonging. And like the science is overwhelming. If you create a space for belonging and connection in your workplace, the science overwhelmingly shows that your employees are way more engaged. They're way more motivated. They're way more productive. Right. And it's kind of like, we think I hang that hat up when I come to work and I just get work done. And then the rest of my life is where I get connection and belonging. It's by its very nature work can be that place. Right? And so when we create places for belonging in the workspace and it doesn't have to be, you know, one of the things I love to, I read a book called together

Jon ([44:32](#)):

By former surgeon, general Vivek Murthy. And he talked about, I can't remember what it was, but every week in their staff meeting, they went around and took turns and somebody would get five minutes to just tell a story with photos about their life. And um, it was an amazing tool for engaging people and people connecting and getting to learn about each other. So that's another piece of the puzzle. It's like, you can put in all these systems or whatever, but don't forget that you want to create a place that people just love coming to work and people love to connect. And if you can create that for them at work, then they'll be motivated and engaged. I know that we wanted to keep this focused on how to get, how to help our busy entrepreneurs take inventory of their life, ask how they're doing in their business.

Jon ([45:13](#)):

And with the end goal of helping guys spend more time with their families. Right? That's the goal. That's why we're talking about this is to be ultimately a better dad, a better husband, right. To show up for our families powerfully. So we don't show up exhausted. You know, I know that in the last couple of weeks I've been snapping at my kids more. I've had a shorter fuse because I've been working so hard and I can tell they come in and I'm just quicker to shut them down. I'm quicker to like get them to bed because I need to get rest. Cause I got a big day tomorrow and I don't want to do that. I don't want them to feel like they're constantly.

Speaker 5 ([45:49](#)):

I mean like let's do this. Hold on. I gotta tell you that is so funny.

Jon ([45:53](#)):

My son ocean who's five is so fired up to play on his iPad. Are you okay on time? By the way, I realized that like we were scheduled to end right now. You got a couple more minutes. I'm good. I'm good. Okay. All right. Cool. So my son ocean, who's five turning six in October. We've really limited his screen time. So he doesn't, he has got written on the fridge. How many days until his birthday now, as we record this, this is June 24th. His birthday is October 14th and he has all the little lines right written on each month. He made mom write it out for him. And every morning he goes and he crosses one off until the day he's allowed to play as much iPad as he wants. So you're ready. And he tells us all the time he goes, this is how many days I have left. And he goes, and he crosses it off. And I go, I've never seen a, five-year-old so committed to like this long, like most five-year-olds like they would never hang in there longer than a couple of days of doing this. Well, one of the things he said that was so cute. He says on my birthday, he says, I'll play as much iPad as I want, but everybody can do whatever they want. And then this is where I got good. He said, mom, you can text all your friends as much as you want.

Speaker 5 ([47:07](#)):

And he looks at me and he goes, yeah,

Jon ([47:10](#)):

You can work all that you want. And so my son has linked up that my wife wants to text her friends and dad wants to work whenever you can do all of what you want. Now, as much as I felt, that was so fascinating. And we all laughed and cause there's truth to this, right? Like there's truth that there was also a part of my heart that broke when I realized that my five-year-old thinks that if I could do anything I'd want to do all day long, it wouldn't be play with him. It wouldn't be, it would be go work. And I think that therein lies a real challenge that a lot of us face when we want to show our kids how to be passionate entrepreneurs and work so hard. But in the process of doing that, we also create a scenario where we're so passionate about this, that they feel like they're second best. The kids feel like they're second best that that's the thing that really loves. But when he's not doing what he really loves, he gets to hang with us. And that's exactly the opposite of what front row dads stands for, which is a family man with a business.

Mike ([48:13](#)):

Yeah. Well that's an essential question. And you know, one important thing I would add to that is from talking to you in the conversations we've had, it's clear the passion that you have for this and how jazz you are and how much value it creates for people, frankly. And it's, that's a great thing. And it's

sometimes hard to let go of that passion. And then for you, it's just a question of finding what is that balance, you know, because you just love it. And you want to, if you were single and living in a cave and in the Himalayas, you would spend every waking minute doing this. Right. And, uh, but you have a family. So for you, it's a question of balance. But for a lot of other people, it's not necessarily a question of passion or the joy it's its escapism. Right. And you know, they're escaping from internal feelings.

Mike ([48:53](#)):

And I know that cause I was there. I didn't get a lot of joy from my business in the last few years, but it was where I went to retreat and for some it's drugs and for others it's, you know, work or whatever. So it's important to recognize that because, um, you know, if you're working those crazy hours, because it's an escape, then you need to get at the emotional heart of what's what's driving that benefits. But the matter of passion and just really loving your business and feeling jazzed about it, then it's a matter of like working with the people around you to find that balance that makes that they feel like they're getting what they need and you're feeling, yeah. It's two different questions. Right? So it's important to recognize where you are in that equation. Yeah. Good point. Mike

Jon ([49:33](#)):

Came in to wrap us up here. I realized as I do at the end of every fucking show that I record is that there are 30 more questions that I want to ask you, but we don't have the time for that. So here's what I want to ask you in hopes that we have more dialogue like this, Mike and I want to thank you by the way, for coming in and doing a training with our brotherhood. I know you're going to come in and speak to the guys. What I wanted to ask you is just, and you can take this as long as you want wherever you want. But the question is, the question is ultimately ultimately the question is, is there anything else you want to say? That's ultimately the question, but here's what I want to ask more specifically than that is. How does all of this, right?

Jon ([50:13](#)):

How does all of what we say today about running our business about the playbook, about the vision, about all that? How did that impact your family? Because I want to make sure I come back to that point because I think that what happens sometimes we as entrepreneurs, we as businessmen go put these things into play, where we have a vision for the company and we have guiding principles and we have the playbook and we have all this stuff and then we go home and we kind of shit the bed with our family, no family vision, no family values, no, no right where it's like, we go home and just hang out. And I think hanging out is okay. And carefree timelessness as my friend Matthew Kelly says is okay, but I don't know if you can speak to that a little bit, man, or just like maybe just whatever comes to your heart with that. I really want to know how this translated to your family life. And did it have an impact on your family life and in what ways?

Mike ([51:02](#)):

Well, I can definitely relate to that. And I can say that I'm in a much better place now, but it's still a struggle. Right? My arc was a little bit strange cause I put all these systems in place. And then I got myself down to a few hours, a week of meetings and that went great for a little while. And then I decided I just wanted to be out of the company completely and I decided to sell it. And so that became a full time job. You know, selling a company is not that easy and it lasted almost a year. And then I sold my company in February of 2019. And because it was totally turnkey company, basically within four weeks, I

was completely out. I was gone and this is a company I ran for 22 years. Wow. All of a sudden this thing that I had devoted so much of my life dude was just, it was just gone.

Mike ([51:47](#)):

That was a big adjustment. And I'm in a forum type group. And I presented to the guys when it was my turn to present. And I said, listen, I'm out of my company. These are a bunch of projects that I've been working on over the last year. And I want to like dive into one of them and work on one of them. And two, a guy, the feedback was like, why are you doing this? Why do you need to jump into the next thing? They basically just said like take the time to just relax and be with your family and sit with it. And that was for a few months and uncomfortable place to be because my natural instinct was like, go, go, go. And it wasn't until I allowed myself to sit in that space and just, and it was uncomfortable for a lot of the times, like I need to be doing something, but just sit with that and this idea of being present and in the moment and just experiencing whatever comes up in that moment, doesn't necessarily mean being this blister Zen state.

Mike ([52:35](#)):

I mean, it's just being present to what's ever coming up. Whatever's coming up, even if that's anger or frustration or whatever, recognize that instead of running to something else. So, you know, I guess that's been my journey over the last year. So it was like really learning to sit in that state of presence and listening to myself, really being present with the people around me. And it's still a struggle to really be there with my kids, with my wife, but I keep bringing myself to that. Cause I think, you know, and I've spent enough time around spiritual masters. I spent quite some time in Bhutan last year with some of the most badass monks on the planet and just realizing the value of being able to sit in complete presence in a moment and how, you know, maybe that's the most important thing we can do as humans because really there's only the present moment.

Mike ([53:20](#)):

Everything else is a fiction, right? And so that can take so many forms of meditation, psychedelic, drugs, therapy, whatever, and just like learning to be present with yourself and the people around you. I think that's such a hard thing for entrepreneurs to do, but so worthwhile and ultimately makes you a better entrepreneur. So I guess I would leave it at that. That's, that's probably the best gift you can give to the people around you. It's just, even if it's 10 minutes a day, like that's full and you've probably experienced it when you're around people, bill Clinton was, was legendary for this. You could be in his orbit and he'd make the entire room disappear. And you just feel like he was gazing into your soul. But that gift of being fully present with somebody is one of the most amazing things you can give someone. So I'll leave it at that.

Jon ([54:02](#)):

So funny you say that. And I realize I watched a podcast interview that I did with somebody that I really, really like recently. And I real, I went back and I looked at the video and I could tell that as I was looking at my, like, I looked at my notes and I was taking notes that every time I did that, my eyes went away from the guest, even on the video. And I was like, I wonder how that felt to my guest when it looked like I was distracted. Right. And I know the difference of when somebody just feels like they're right there with you fully immersed, you know, that is such a gift to give somebody. And I feel it from other people. And I feel terrible if I don't offer that in return to especially my family. And I think you're right about that, man, that, you know, we can make our best moves when we're in the moment.

Jon ([54:49](#)):

I'm learning this from Jim Detmar, who I just had on my podcast. He wrote the 15 commitments of conscious leadership and the episode was about being present. And he talks about being in this now moment. He calls it right, being in this now moment in a nonreactive, non triggered state. And when you're operating above the line, so he teaches this, right? Like you're either above the line or below the line. And when you're below the line, you're scared and you are triggered and you're, you know, right. You're operating out of a place of scarcity perhaps. But when you're above the line, you're present, you're operating out of love. You have right. Your cup is full. And like what kind of a parent kind of a leader are you when you are operating in that now moment, fully present, fully feeling in your body, in your heart, in your soul, in your, you know, knowing what's happening with your human experience in that moment allows you to be effective, then allows you to make good parenting decisions, allows you to make good decisions for your spouse, allows you to make good decisions in your business.

Jon ([55:56](#)):

So I think you ended up beautifully. Thank you for that, man. Mike, this is great man. And dude, for people that want to, I know there's only 50 people that can get involved in Wayfinders in a year, right? So I don't know who to send your way, but uh, wayfinders.com. They can at least go check it out. That's w a Y hyphen finders.com. Right? Right. Where bold entrepreneurs belong. Bucket list locations, peak, incredible people. 2021 adventures in the Amazon Rwanda Butan. Dude, I want to go. I'm calling Jordan. I'm calling Jordan. We're going. It's going to be awesome, man. It's going to be great. Anything else you want to say, man, anything that people need to know about where to find you, how to connect anything at all? Well, lately my gig, the last couple of months has been writing on my blog. I've got this new align series, which is just about, you know, finding alignment in your life and in your company.

Jon ([56:52](#)):

So if you go to the website and hit the blog button, you'll see some of my writing. They're releasing a new article every Tuesday and I've been getting great feedback on it. People think it's pretty good value. So I love it. Well, I can't wait to read and share. Hey, if you ever want to write some bad stuff for the front row dads site, man, you let me know. We're always looking for great stories. Yeah. I want to track along on your stories here. This is cool. A new North star, the importance of personal values. I am ego. Great destroyer, stillness, the reckoning. These are great, man. All right. I know what I'm doing today and what I'm doing the rest of my day. Mike inspired by your blog. Thank you, buddy. I appreciate your time. I really enjoyed it. Thanks man.

Speaker 4 ([57:38](#)):

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 ([58:14](#)):

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, 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 road, ads.com and click join the brotherhood.

Jon ([58:53](#)):

I'm super grateful. I was just at an event and 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. It'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 your family and your

Speaker 6 ([59:22](#)):

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.

Speaker 7 ([59:42](#)):

[inaudible].