

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

Gentlemen, welcome to the front road, dad, bod gassed. 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 Vroman ([00:00:47](#)):

Gentlemen, welcome to the front road ad podcast. I'm your host jump Roman. This is the show for family men with businesses, not business men with families. My guest today is rich Raz goddess. I'll tell you a bit about rich and his family and what we're going to talk about here in just a second. I gotta tell you, I am pumped for you to hear this interview. This was one of my favorite conversations that I've had recently and likely to be the rich is just an easy person to talk to. He's open he's vulnerable. He tells about his struggles and how he's been able to learn from them and what he's been able to change in his life. Most importantly, he has two teenage daughters that he loves and adores and hit professionally. He's on a mission with his company flow water. He's the founder and CEO, and this is the world's most advanced water refill station.

Jon Vroman ([00:01:31](#)):

They're a member of the inc 500 list and it's basically he's delivering a product. That's keeping 2.8 plastic water bottles from reaching the landfill every second, every second, 2.8 plastic water bottles reaching a landfill. And we're going to talk a little bit about that at the end of the show is to make sure you listen all the way through, because the final message is so important to you and to your family and to the future generations that we need to be considerate of right now, but his company is killing it. Man. They're partnered up with Google, Airbnb Hilton. They got 15 million from blue water and they're just getting rolling. And he's also a runner he gives to charities. And again, like I said cares mostly about his two incredible daughters that we'll talk about today. This show is a lot about restoring and it's about redemption.

Jon Vroman ([00:02:20](#)):

And we're going to talk about very openly about Rich's divorce four years ago, after 17 years of marriage, we're going to talk about how rich was fighting for his life in the hospital, how things were just collapsing around him. We're going to talk about the two things that he learned are so important in relationships and fears that executives face that he has faced the different buckets of life and how he views that the power of these micro goals to create movement in our lives. And then again, as I said, we're going to wrap with his professional mission and what he's up to with flow water, which is really, really cool guys. Before we get into the interview, I just wanted to take a moment and I want to thank our first ever sponsor the front road ad podcast, very pumped about this. And I want to tell you, this is a very personal endorsement for me to be able to make.

Jon Vroman ([00:03:12](#)):

And we're only ever going to share products and resources that have been tested and used by our community and that we love whenever we're sharing them with you. So the one I'm going to tell you

about today is something called the legacy of love. And if you've ever felt like that time is just flying by, you know, and that, uh, you know, blink and your kids are two blink and they're five Blinken, they're 10, they're walking, they're riding a bike. And then they're often driving a car depending where you are in the journey. You may have different feelings about all that you might just be getting started. And that might not be your reality yet might be feeling like things are going very, very slow. And you're in the thick of it at times. But I can tell you that for me, having an 11 year old and a five-year-old, it feels like things are moving very quickly.

Jon Vroman ([00:03:56](#)):

And I think about the fact that tiger could be driving a car in five years. That just is an unbelievable thought to me. And I feel like I, I did blink and he was just taking his first step. But for a lot of us, we might be taking a lot of pictures and recording videos. But a lot of that is just locked in our phone, buried amongst thousands of photographs, some of which maybe we don't want our kids to go through one day. But when I want to talk to you about what my buddy Ken Wimberly did with legacy of love, which is a new app, and it's designed to basically be the easy button for you to be able to capture all these moments and memories and lessons that you want to share with your kids to be able to pass down or pass along to your kids and future generations.

Jon Vroman ([00:04:39](#)):

It's a parent to child journaling app, where you can tell the story of your child's life and a defining moments of your family. And so ultimately you can put your photos and your videos, audio files, all of that inside this app. And every entry includes the age of your child when the entry was made so that they can view it later on and really understand the timeline, which I think is really, really cool and understand the major milestones of their life. One of the things I love about journaling is not just that I get all my thoughts out on paper, but when I look back, I can see patterns emerging. You know, I crave wanting to know what I was like as a kid, because I think that a lot of our natural born tendencies and gifts and God given talents, if you will, are, can be seen in our children before the programming sets in and the world takes hold. But that what emerges naturally, I think I would love to have seen that about my life in greater detail. We get to do that for our kids. Now big based on these incredible technologies that people like Ken are creating. So the ultimate gift can be digital for your kids. I know Ken gifts, his journals to his kids. When they turn 18, it could be a printed book format and talk about something that will be a gift that keeps appreciating over time. You can check it all out [@legacyoflove.app](mailto:legacyoflove.app),

Speaker 2 ([00:05:58](#)):

Legacy of love.app. You can get a free account. And if you use the promo code, F R D as in front row, dad, front row, dad, FRD 40 that's FRD 40. You get 40% off the premium plan guys. Legacy of love. Check it out. All right, guys, it's time to get into our show with my new buddy Raz. And let's talk a little bit about restoring life redemption regeneration. This is going to be a big one. Enjoy the show guys. Razz. Welcome to front row dads, man. Glad you're here, buddy. This is gonna be a fun chat today.

Raz ([00:06:34](#)):

I'm looking forward to it, John. Thanks for having me.

Speaker 2 ([00:06:36](#)):

Let's begin with where you are right now. You're in Denver, right?

Raz ([00:06:40](#)):

Denver, Colorado.

Speaker 2 ([00:06:42](#)):

And I did, I want to celebrate with you. You've got two teenage daughters and one is off to college. Is that correct? Is that what you're telling me? Right?

Raz ([00:06:51](#)):

Yeah. One, my oldest, I've got two daughters that are 18 and 17. The oldest is Royce ROYC and the youngest is Zoe. And so Royce just started yesterday, actually at college in Colorado, uh, at a CCU Colorado Christian university on Lakewood here, which is about 15 minutes away from me. So that was a great celebration to be able to see one of your kids, move to the next level and become more independent. See 'em on the first day of school, the environment. It's really a great experience. Very cool

Speaker 2 ([00:07:26](#)):

Moment, man. That's really a, that's a big, big deal. What does it feel like right now being a dad? He meaning what purpose do you give to this time of life? How important is it? How are you showing up differently than you have during the earlier years? You know, where do you see yourself now in your

Raz ([00:07:45](#)):

Boy? I used to saying not completely literally, but I used to think very often around kind of this idea of like, I just gotta make it to my kids are 18 and then like, I can be them. I can be there for them after, but it would radically change. And as they got older, I realized my feelings of, um, parental responsibility and being there for them as their dad. We're not changing if anything, I think I felt more of an amplification even as they got older to the point at which I, I remember talking to a few people that are maybe 20, 30 years older than me, some man. And I was like, Hey, it's like when your kids are like in their forties and fifties, like, do you actually still feel like their dad, they're your kids, son and daughter. And they're like, yeah, actually it feels remarkably the same, your role changes, but it feels the same where you worry about them and you feel for them.

Raz ([00:08:41](#)):

And when they go through heartache feels the same way as when they were younger. And so one of them in many ways, I feel like it's not changing that much from my perspective of like, uh, a feeling kind of a sentience feeling. So in of my role, certainly changes a lot, you know, where it goes from. And I've had to be much more mindful of this becomes a lot less directing, a lot more advising to what has seemed to be more and more successful, which is a lot more listening. And that probably just goes for all of life. It's just taken me a bunch of reminders and a bunch of years now executing that as a different thing, but I really appreciated that evolution of it. And, uh, it's really cool. It's a great experience. I mean, being a dad, you know, for those of us that have been fortunate to have that gift of being a dad, it's just amazing.

Raz ([00:09:38](#)):

It's a huge responsibility. And I don't know that I view it that much differently today than I did a couple three, four years ago, other than I've really had to double down on my, on my kind of decision matrix of,

well, what kind of data am I going to be? And what kind of data I'm going to show up to my kids and how are they going to remember me and think of me down the road. And a lot of that comes back to a pretty big personal kind of intercession that happened four years ago. That was not a, not a particularly easy circumstance, but that really forced me into looking at life and what I was going to make important.

Speaker 2 ([00:10:13](#)):

Yeah, let's go there because now is it as good a time as any to just get into it? I know that was a, what you just spoke about being four years ago is a big, it's a big part of your life and your learning. So tell us what happened then.

Raz ([00:10:27](#)):

Yeah. So for the last, almost eight years, I've been running a company, that's got a really strong mission orientation, but it was a startup from the beginning, you know, so a couple of people and a couple of dollars and kind of evolved from there to where it is today and kind of skipping that part of the story, but it has some relatedness and that as I was going through, what was it really, really difficult? Probably my most difficult set of business circumstances, where I was kind of the only one that could solve it slash save it. I also was going through in parallel or really, really difficult set of marriage experiences like hitting year 15, 16, and marriage and things were just really going sideways, very, very difficult. And I said, I would say that ultimately taking plain accountability responsibility, however you want to describe it, but not finger pointing about it.

Raz ([00:11:26](#)):

It just was what it was. We were both going through really difficult time and ended up in a situation where we got divorced. And that was four years ago. And I, you know, one of the realizations, I had a couple of big realizations from that. One of them is that I was trying to save my company in my marriage at the same time. And I thought I can pull it off, you know, because I always think I can pull it off. Like, Oh, here's a business problem. I can pull it off. Oh, here's people problem. I think I pull it off was like, here's like, I want to do an Ironman. I'm not very fit, but like, Oh, I think I can pull it off. Like I'm just watching YouTube videos and start running and biking. And like, you know, just everything is entrepreneur. You kind of are naturally predisposed to think, Oh, I can do this. And so one really tough, harsh realization was that I could not pull off saving my marriage slash family and my company. And I didn't try to pick the company. I was just trying to do both during like kind of the worst of circumstances. There also had some pretty serious, I got, I got a very, very serious case of Marisa has all this was going down as well, over a period of months and was in the hospital a lot.

Speaker 2 ([00:12:39](#)):

Describe that. Describe that a little bit.

Raz ([00:12:42](#)):

Yeah. You mean what it was like or what Mercer is versus methicillin resistant staphylococcus Oreos, which is basically drug resistant stuff. And it's pretty nasty once, you know, you're down to last resort antibiotics. So I, I was crossed, I was in great shape, you know, it's one of these things so weird, like how life can change so radically. So yeah, for many years it was kind of like fat and out of shape. And I played football in college and then I did like a lot of not eating well and not exercising well. And one day I was like, man, I really want to run marathons. And so I finally got back into shape and I'm kind of skipping

over a lot of the parts of that journey because it's really irrelevant, but I was running a marathon every 90 days. I did my first triathlon, which happened to be an iron man quarterly.

Raz ([00:13:26](#)):

And I thought, well, if I'm going to do one triathlon, like I might as well do an Ironman or watching YouTube videos. Like I wasn't being too facetious when I said like, that's kind of what I did is get some biking, watch some videos, read a few articles and then, you know, went out, had a great day. And then two months later, uh, was doing a box jump at CrossFit mist, sliced my shin down to the bone, uh, how business meeting in LA the next morning. And I tried to kind of clean it up, should, should've gone to the ER, should have gotten him stitched, didn't have time. And, uh, two days later I was in Cedar Sinai with almost sepsis and, um, mercy infection. And, uh, um, I remember I was meeting with an investor at the time and almost passed out and I drove myself to the ER and this was all while I was going through this really pretty gnarly, very, very gnarly business circumstance and personal circumstance.

Raz ([00:14:18](#)):

So kind of the long and short of it was, you know, I was in and out of ERs and hospitals. Uh, for weeks I finally got out, uh, and was on vancomycin four times a day. I had a PICC line inserted. I'd go into the, my office and I'd hide in a conference room pretending like I was on a call and I'd have to administer my own IB antibiotics every six hours. But I didn't want anyone to know that I was dealing with those partly because I didn't think anyone would invest in me if they, if I felt like at a certain point, my health was seriously, seriously in danger. You know, I would have like hit the pause button for the most part. I really just wanted to delay our doctors. I can figure it out. I'm going to fix this. I'm going to stick on this Banco.

Raz ([00:15:01](#)):

And like, whatever, like I'll make it happen. It was hard. It was lonely. I was going through, I felt very, very alone and you know, my kids were going through early teenage years. Me and my wife at the time were having tonic consternation, and I was very sick. I was, I was unable to run. I could not run for a mile for a year after that. I ended up getting very, very sick. After that with pneumonia, I started, there was a period of about six months where I was really on the edge. And just months before I was doing an Ironman running marathon, 7% body fat, you know, I was CrossFitting all the time. So it was really sobering how quickly things can change. And I think that's true in everything like business, personal relationships, parents, siblings, kids, and it really gives you a dose of humility on like there's so many times when you're an entrepreneur.

Raz ([00:15:54](#)):

And there's some moments where like, you know, like, I think I may be the shit, like, I'm pretty good at this. Or like, I'm like, I'm getting a fundraiser I'm good at leading, or I'm good at like the strategy that I did. And the reality is like, we all may have moments of goodness and even greatness, but then there's lot of moments that we can really step in it, or we've just been spared from stopping in it. And we get thrust into situations where for good or for bad, you know, we're there. And so it was very humbling experience. I ended up getting divorced six, nine months after, uh, the whole Murcia thing. And then I was faced with like a really kind of, this is the second big realization is that when you're married and I was married for 17 years, you think everything's equal like all the time and the kids, all of the money, like I never had separate checking accounts.

Raz ([00:16:40](#)):

Like everything was just, I never even looked at my ballot. Like I looked at my banking balance in business every day. I never looked at my personal checking account balance. Like I never worried about that stuff and time with the kids and my wife at the time, homeschooling, like these were all like emotional relationships that were all going in the same bank account. Then when you go through a divorce, you quickly find out in the courts, everything is 50 50, everything, all the money, but on the relationship side, it's not 50 50. Like you could end up if you've kind of had a disproportionate investment going into your kids, like where you're out, hustling, working the other, person's staying at home and can be left with like an 80, 20 or 90 10, or like a lot of factors. And so I basically doubled down when I got separated, I basically said like, this is a, I gotta double down on my kids and work. And like, I'll put a lot of my personal desires aside and invest heavily in being the dad that I really should've been all along for my kids, but I got a second chance to be that dad.

Speaker 2 ([00:17:40](#)):

Thank you, man. I, uh, God, I really appreciate you telling that story. Cause I just re I relate to so much of it personally. I know so many people do and maybe not the exact details, but just the feeling that I am guessing that you were going through that I'm hearing that you're experiencing, take me back to the marriage part. And tell me a little bit about why do you think the marriage wasn't working? What was it about that time that was, that you were becoming enlightened to, that your ex wife was becoming enlightened to like what has happened in there?

Raz ([00:18:16](#)):

Well, I think I have like several threads of thoughts around this and I will say I'm still like, it's been four years and I'm still processing, figuring things out though. I think even the last couple of weeks, as I mentioned, kind of in the pre call, some total unveiling and enlightening that's happened to me. I will tell you this. It's funny. I get this, you know, like if you're single and you're dating, you know, and you're divorced one of the very first questions invariably, someone will start with is like, what happened? Like, what was the thing? Like, did you go Rob a bank? Like everyone thinks it's always like this one or your, or insert any number of like one big thing that grievances that, you know, people kind of assume are related to divorce. Actually, I have a very different perspective on what generally happens in divorce, but then I also have very big parallels to things that go well and things that don't go well in life, which is, I don't think it's ever one thing.

Raz ([00:19:12](#)):

I think it's almost always 1000 things. It's like these micro decisions. Like there's never one. It's not. If I look at my company, there's never been like this one magical moment where like everything lined up and like everything became easy and there was just this one decision they're all is even if there were a few big events, there were like a hundred chains or a thousand things that led up to that one big event. And societally, it's so weird. I think we're so enamored with this idea of like just magic and then becoming easier I'm owed this or yeah, like right now. And that's not like, you know what I mean? This is why I like farming. I'm not a farmer, but like I liked the idea of farming. And partly maybe from growing up in Ohio and having huge admiration, I'll come from a family of farmers.

Raz ([00:19:58](#)):

Um, for the most part, unless you kind of go way back a couple of generations of Lithuania and potato farmers, but like you're killing the soil and you're cultivating. And every day it's like suddenly they don't pop out of the ground like magically. And I think that's where I look at relationships and the downfall

and kind of the falling apart of my marriage was there was one thing. There weren't 10 things. There were a thousand things. There's this famous psychologist. And I always transposed his name with another therapist, but I think it's gotten Gottman GOCT man. And he's done this analysis on many thousands that might even be tens of thousands of marriages and which ones were successful and which ones were not. And the one attribute that led to a successful marriage was defined as the attribute would be defined as kindness. That was the one thing that was overwhelmingly constantly the lead to a positive, happy, productive, rewarding, enriching relationship.

Raz ([00:20:58](#)):

And then there was one word and one attribute that summarized all of those that led to divorce. You know what that is? Criticism? No, I've been really close. I mean, it probably parallel to it 10 times. It's like even deeper than criticism, right? Contempt like this nasty resentment. And that's what happened like a hundred percent went in before I read that series of articles. We really dug into that over the last couple of years. That's how I would have described how things had netted out between my wife and I at the time was it was contemptuous and irreconcilable. And so that was like one of the big learnings for me. And big observation. I think the other one though, is I'm just such a huge fan of therapy. I remember in that last year of marriage, I resisted going to therapy for many years. And then I went to some family therapy.

Raz ([00:21:45](#)):

I think it was a good thing. I didn't even need to be doing on your own or guided or constructed with the third party or individual therapists for each individual person. But if at all possible, but I went, you know, and then I'd get a syrup is these guys are idiots. They know, want to talking about like, some of them were idiots, honestly. I mean, like, just like anything, you know, like there's entrepreneurs that are idiots and there's lawyers that already it. So I, you know, I, my mistake was not grabbing on to the ones that, or finding the ones that were really good fit, just using it as an excuse to not continue down that journey in the last year of marriage. I remember how to actually it was sparked by a really, almost like an intervention. My youngest daughter kind of had with me about like kind of coming back to being her dad is really like, I can feel like just this emotion, this flood of emotions.

Raz ([00:22:40](#)):

And I remember having this conversation with me when she was maybe 10 years old, nine years old, effectively kind of wanting her dad back. And I went and started this with Ben now a five, six year journey of like intensive therapy started that six years ago. And that was largely driven by, well, I'm going to have to address this myself, if nothing else for myself, not for the family, even though I was hoping it would have material effects in the family, I was hoping would help save my marriage. So those are a few things that I learned. I'm still learning things. I, you know, ultimately come back to a complete personal responsibility for, you know, a lot of protocol. I think there's, there's almost kind of a glamorization anymore of divorce people running divorce parties, like celebrating it and then no one wanted to take accountability and say like, can I swear on your show?

Raz ([00:23:33](#)):

Like no one wants to say like now I royally fucked that up. And that is my responsibility. Like it's become very uncool to do that. And like, it's become like, we extend grace to places where we should take accountability. And then we don't extend grace in areas where it's well-deserved and it's needed. And it's essential for the success of humanity really in our souls. So I look at kind of my failure in marriage. I

don't beat myself up every day. Right. You know, I think when people hear me take my full accountability around the role of a dad, a husband, a leader, and leading my family and co-leading it with my wife, but like ultimately being responsible from my perspective of keeping it together. I did fail at that and to say, otherwise is just bullshit. It's just not owning your stuff. Do I beat myself up every day over it?

Raz ([00:24:25](#)):

No, I don't. I mean, I've gone through a period of having to forgive myself, which has been very, very hard to do, but that started with also taking accountability and recognizing, you know, where my lapses were, what I could have done differently and what I need to do differently. Now, moving forward, I wish we could have like five lives, man. I mean, it would be great. I feel like now I'd be so good on life. Number two, I would be so good. But uh, all we get is this one. So I get a second shot at it now. And I spend a lot of time working on kind of redeeming myself in a way.

Jon Vroman ([00:24:55](#)):

Yeah. Yeah, man. And I'm so glad that I started learning about your life, both professionally and now personally, dude, this whole concept of restoring and redemption and also regeneration. Right. I just had Zach Bush on the show and we, you know, Oh man.

Raz ([00:25:16](#)):

Yeah.

Jon Vroman ([00:25:20](#)):

Oh, is by far, his show is the most popular podcasts that we've put out to date so far. I mean, like by far somebody was looking at my stats recently and they're like, who's that guy? And I'm like,

Raz ([00:25:35](#)):

Yeah,

Jon Vroman ([00:25:37](#)):

We think about that. When we think about that, I wonder if you know, Rhilyn Inglehart too. Do you know Ryan Lynn who owned cafe gratitude? They had a movie called kiss the ground.

Raz ([00:25:51](#)):

Yeah. I know. I don't know him personally,

Jon Vroman ([00:25:55](#)):

You know, this space of how are we looking at the restoration, the regeneration, the restoring of our planet and our people that are on it. And so I think that there's, this, it makes me want to, it makes me want to have planned two hours, three hours for our conversation here today, because

Raz ([00:26:11](#)):

There's a lot to explore.

Jon Vroman ([00:26:16](#)):

Talk about this constantly. I talk about where are, you know, good dads are focused on their kids. I think really good dads are focused on their kids.

Raz ([00:26:24](#)):

I don't want to create a culture

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

Community and a brotherhood here in front row. Dads that care about lots of people's kids that not just our kids this year, you know, that our kids in our lifetime, but the two or three or 15 generations that have to follow right. That we can not

Raz ([00:26:41](#)):

Good world for our kids. And so

Jon Vroman ([00:26:44](#)):

Talk to me a little bit about your feelings around restoration redemption regeneration, and what you've learned both professionally and personally, and just take us through a little bit of your belief system, your blueprint, you know, and, and any, any place you want to take that, but let's, let's dig in there.

Raz ([00:27:01](#)):

Well, I love the topic and I think it's the, one of the reasons that I love the story about restoration redemption is it's the story of humanity. I mean, I think again, we now I think live in an environment and there's a lot of things I love about the current environment, but there's some things that I think have gone just soft with it and wrong with it. And I think one of those is no one wants to be wrong anymore. No one wants their really generally speaking, you know, knowing, and I think this is hard for humanity in general and probably always has been from the beginning of time, but to be accountable. And then also to see periods in your life where you had complete grace given to you. I mean, we all like to take the credit anymore. I mean, it's become like a social media society, which is taking the credit.

Raz ([00:27:52](#)):

I got the win and I did this. I drove that. It becomes this culture that has completely relegated ideas of screwing things up and restoring them somewhat through your efforts on your own and somewhat through grace and mercy and contributions from the people that are around you. And that's the reality of life. I mean, that's, that's not the story that gets told very commonly anymore is not the present day story, but that is the true story I think of life. And so I, I love the story of Redondo and this is why also I think everyone knows it in their hearts. This is why movies that are stories of redemption and restoration do so well, which is like, it doesn't make for a very good social media headline, but it makes for a great movie because it's hitting people, viscerally where we know in our heart of hearts, who we are, what we've done, what we haven't done, we just don't want to admit it.

Raz ([00:28:49](#)):

And so I think from a personal and a professional perspective, I have just got done reading the big book, 12 step program for alcoholics anonymous. And I don't, I'm not a very particularly voracious drinker. In fact, I'm mostly anti drinking. I'm not, you know, I'm not an evangelist against it, but I'm very, very judicious about how much alcohol I consume, but I have someone that's really close to me and my

personal life has over the last couple of years gone through some of that. And so I started reading that just as a form of learning and, you know, I think one of the amazing things that I've really I've really identified that from that on the personal side is while on the professional side, we need to have expectations of people and ourselves and results and investments and what we're going to do with those investments and ROI and KPIs and things like LTV to CAC ratios know where we're spending growth, marketing dollars on the personal side.

Raz ([00:29:44](#)):

Life doesn't work that way. You know, we're a bunch of broken fallible humans that need grace and probably need fewer expectations. I think one of the things that I've had this conversation yesterday with my daughter, who's away at boarding school, my youngest daughter, Zoe, and, uh, we were having kind of a family session between me and her. And I gave her a real sincere apology for probably over expecting for many years, rather than like just loving the output of what that is, which is ultimately what I've wanted into my personal life. It's very hard to say that as a guy, as a man, uh, I think, I mean, speaking on behalf of the sample size of the one, but like knowing from having talked to a lot of men, we don't want to say that, but that's the truth. And you know, there's a discussion, uh, there's kind of a thread that like executives successful, highly successful executives and like kind of entrepreneurs and beyond like people that have made it at very high levels in companies, their number one fear is getting found out.

Raz ([00:30:47](#)):

It's getting found out and it's true. I mean, that is like for all of us. And to some degree I've seen, I found a lot of contentment and growth and being able to really candidly say like, I don't have this shit. I'll figure it out. I don't like I've got, I've messed this stuff up over here on my life and I'm working on restoring it, and this is what I'm doing to restore it. And I do that, you know, I look at perhaps the greatest thing that I've been able to be a part of is the restoration of my relationship with my daughters because, you know, I had a daughter four years ago. I won't say which one, but now that, you know, you have to, there's a 50, 50 chance that you can go.

Raz ([00:31:36](#)):

She four years ago was threatened to file a restraint or against me if I showed up at her school because she just didn't like me. She was mad. She was mad. She was mad at the divorce. She's not mad at my failures. She was hurt. She was hearing various narratives and I spent two, three years just, I got great advice from someone. And so like, what do you do when you want to restore something? And the other person doesn't want restoration. And in fact, they're contentious with you or they're angry or they're hostile, or, you know, they're not, they don't call you on your birthday and you're home alone, you know, 45 years old. And like, your life has gotten ripped apart, you're alone on your birthday. And no one even knows it's your birthday. And knowing your family calls your kids, don't call. And you're like, Holy shit.

Raz ([00:32:25](#)):

Like, how did I, how did I end here in such loneliness? Yeah. Everything on social media. It's great. Right? I mean, of course, like I'm not going to post like the shit, but like my life looks great, but what's reality is on Friday night, you know, on my birthday night. And I had some people just give me such great advice. It's just very emotionally reactive to me right now, even recollecting it. And it was just keep showing up, just keep showing up, show up, love them, show up. And there were periods of time where I messed

that up, but there were a lot more times that I did it right, just by showing up. And I think this is the reminder for me in all of life, which is, you know, my next relationship that I got in God willing, hopefully someday, uh, you know, I'd love to be married again.

Raz ([00:33:15](#)):

I don't need to be married again, but I would love to be married. One of the things that I recognize about any of these relationships is you just gotta, you gotta keep showing up for the things that really matter for you. And I look at that my professional career, which is there's so many times in this flow water journey. In fact, I just got done with a call with my management team about something that happened that was both really challenging. And it led to something that was incredibly positive. But at the moment in time, the movie, if I were to take a still shot of the movie, it looked really, really bad. If I were to like take a, how are things going based on this photo of the entire movie, it would've looked really, really bad at that moment. And so much of our life. I think, I feel like I'm learning and I've learned from others and mentors and reading is we just got to keep showing up for our kids, our family, our spouses, and probably most, especially when we don't feel like showing up and they're not deserving of it. And that's, what's really hard.

Speaker 2 ([00:34:13](#)):

Yeah. Yeah, man, I feel that so much when I think about even my, my best friends in life, I think about what's, what's one of the factors that has created a scenario where we look back after 20 years and say, that's, that's a guy I will die for. And it's that they showed up time and time again, you know, they show up in the darkest days, they show up when it's great and they show up when it's not, you know, I got a text message just before we started the show from somebody that was just like knows I had a tough week. And they're like, I'm just checking on you. And I remember, you know, one of my best buddies, John Kane, when I go back 15 years ago when I was dating this girl and she had cheated on me and, uh, that he was just like, I'm going to show up whether you like it or not.

Speaker 2 ([00:34:56](#)):

I remember him saying that, like you guys, you may not think you need it, but you're going to need somebody showing up for a little while here. And I just, I so appreciated that, you know, it's really a big thing, man. I'm to be showing up, 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 to weekly interactive training calls get to join as many or as few as you like.

Speaker 2 ([00:35:41](#)):

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. 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.

Speaker 2 ([00:36:23](#)):

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

Speaker 2 ([00:37:12](#)):

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.

Speaker 2 ([00:38:14](#)):

I love going back and looking at your life. You know, man, what's one of your earliest memories of somebody showing up for you. You think about like you were in a shit storm, you had, you were at a low point of your life. You were dealing with one of the toughest things or whatever it might be. What's one of your early memories of somebody showing.

Raz ([00:38:37](#)):

Well, I've been so fortunate to have so many of those moments though. Like when you're in your moment of despair, sometimes it doesn't feel like that. Sometimes you feel like you've been abandoned, but then again, like when you get the look back on the movie, you're like, Oh no, like that happened at that moment. But I needed all those moments of despair or loneliness to like reflect or figure it out or to get my own truth kind of revealed. But you know, let's say for sure, like there's instances of my dad and my mom and my dad. I mean, I have imperfect, but fantastic parents, you know? And I think it's like, this is another weird cultural phenomenon now where like everything that's our problem today is ultimately the manifestation of having parents that screwed you up. And like, you need to have an intervention with them.

Raz ([00:39:25](#)):

Yeah. I remember once talking to a therapist, she's like, well, I think you need to have this intervention with your parents and talking to them about this. I was like, are you kidding me? I was like, first of all, my parents were in their seventies. Second. They did a great job overall third, like they're just as human as the rest of us. So like, I actually the intervention, I need to have it done kind of myself, but like, well, how do I not like absorb this? And because it's such a big deal. And so I think having parents that always felt like my parents loved me no matter what, even though they had really high expectations, I wanted to please, my parents, I did feel like there was a selflessness and there, they loved me the best way that they could up. And so that would certainly be, be one second is I went to this small school in Indiana Anderson university. And because nobody's ever heard of it, I've rebranded it. And just explain to people it's the Harvard of the Midwest, even though it's not. But I used to, I actually said that so much in San Francisco and no one had ever heard of it ever. And I once met somebody years later and they're like, you know what? I've heard that before. I don't like all of my rebranding efforts.

Raz ([00:40:34](#)):

I developed a longstanding relationship with some friends of mine that I would consider brothers. And probably in the same way that you describe your friends, where they just showed up and the most, you know, it's never like for all of us. And I look at my relationship with my daughters and when I've had moments of showing up where they've shown up for me, they were never the plan, big things like this is the irony of life. Like this is also kind of, what's humbling about life is that, you know, it's never, this one I'd love to say my business success is the one I've had it have been like the culmination of some brilliant strategy that I've formulated and that, you know, like, yeah, probably feel like I've had some pretty smart strategy along the years. And over the years, not believe me, I've had some dumb ones too, but my point is so many of the breakthrough moments or the unscripted unplanned, and they just show up like in a moment of despair or someone shows up and like, they bring you something or they sit with you or they like put their hand on you.

Speaker 2 ([00:41:34](#)):

And I had that happen even in my, uh, divorce ad to people that I barely knew that well and had lost, complete connection with. And it was almost like providential. Like they showed up in my life and one was a man was on, they both went through divorce and they were with you for like 18 months. And then almost like, as soon as they had entered randomly, they kind of edited my life randomly at a time that it was just like, they were there for that moment in time. And so I've had that happen so often, but sometimes it shows up in ways you don't expect, like, sometimes I'm like, Hey man, like I've had people show up for me. And I'm like, like having this argument with God, like, I didn't want that person to show up. Like I wanted this person, I wanted this cool dude going to this cool restaurant, not like this person that is like really kind of geeky and nerdy.

Speaker 2 ([00:42:28](#)):

And I don't connect with the kind of annoys me and like, we're doing whatever, but like I've had these people show up in my life. It's like, I have to change what I've learned through experience and messing it up or expecting things that sometimes you get sent to you need, but not who you want. A lot of times you get who you need, but not who you want. And part of that is like me realizing like, well, it's not necessarily, I don't know what I want. I mean, I know what I want, but I don't know what I need. Sometimes you resonate with that at all. A hundred percent. Yeah. It's funny. I, I was just having this, uh, when you were telling that story, I was remembering a woman that I had met. So I was doing an Iowa

ska experience. And this woman in the middle of the experience, one of the leaders had said, do you want, does anybody want to have a blessing or a healing?

Speaker 2 ([00:43:22](#)):

And at the time I thought, well, I don't know if I need a healing of any I'm sure I do. I don't know what it would be right now, but a blessing always sounds great. So I went over and I sat in front of her and it talked about showing up or just somebody pouring into you in the most unexpected. Like I woke up that morning and I never imagined that this would have happened is she just poured into me for 30 minutes, these beautiful affirmations and these beautiful kind words. And this presence that for 30 minutes where my only job was to receive this love and this blessing and this prayer and this, this, uh, this attention that I remember feeling like that was one of those people that I never asked for, but that showed up and delivered something that was so profound for me, that it would be the thought that I would just have with you where I don't even have any contact with this person anymore. They were in and out of my life, you know, in an instant, but yet I can point to a lot of those experiences over my life where somebody showed up, it wasn't the person that I had asked for, but it was what I needed for a hundred percent. I think that's the beauty. I love waking up every day and realizing that the person that I'm going to meet, whether it be that day or that week, or that month

Jon Vroman ([00:44:32](#)):

Is probably it's somebody who I could not predict it's somebody. And I remember I played this game just recently at our dad's retreat, where I said, talk about somebody that entered your world in the last 12 months, that was completely out of the blue, completely unexpected, but it's transformed your life. And tell us the story of how you met that person. The stories are fascinating. Then what I've realized is we just suck at predicting the future, predicting the future. So we have to, in a way, it'd be open to that.

Raz ([00:45:00](#)):

Yeah.

Jon Vroman ([00:45:03](#)):

Pillars of front row dads is, is it's relationships, resources, and results, but clearly relationships are at the first part of that, which is you have to be open to. And a lot of us have lots of friends. A lot of us have lots of acquaintances, thousands of people on Facebook, but you know, we need to always leave a little room for that person to enter our life, to deliver that message or to be listening in a way that we were able to express ourselves. Maybe it's not a message they deliver, but a message they allow us.

Raz ([00:45:30](#)):

Yeah.

Jon Vroman ([00:45:31](#)):

A little bit about for a second. I want to talk a little bit about the steps or the ingredients and the framework going forward from here. So we we've talked about the past and we talk about a little bit about where we are now, but I want to talk about, as we go forward, let's talk about the intentions and how you intend to show up and take, if you, all of what you've learned throughout your lifetime so far. And if we put it and we future pace it a little bit, if we cast it out and we're talking to the guys out there that are just thinking to themselves, all right, I've faced adversity. I've had pain, I've fucked up in the past. And now what do I do going forward? Like, what's my practical strategy. How am I going to be?

And what am I going to do that allows me to be a person that has an identity of a person who is I restore, I regenerate, right? I am, I can redeem myself and help others to do the same, my kids, what should we be doing? What habits, rituals, thoughts, et cetera. I don't know if I need to set it up any more than that, but I think,

Raz ([00:46:38](#)):

Well, I think I got it. And then redirect me if, if, if you feel otherwise, but, uh, I can share some things that I've done. And some of the things that I've learned along the way, and kind of personal philosophy and perspective on it. I mean, like one of my kind of personal mantras and I normally don't like personalize anything, but this is the one thing that I use every single day, which I'm holding up a, uh, AirPods case and on their pop troll, you can personalize it, customize it. And so I have two things in there. I have my life verse, which is Jeremiah 29, 11. So many years ago, I met a mentor, Bob Bonaduce. He used to be a, his amazing guy. He used to be heavily in the mafia, was in some really bad stuff. He had a complete radical restoration and transformation.

Raz ([00:47:27](#)):

And one of the things I remember him, he mentored me for years when I was like 20 to 21, 22. And he passed away when I was probably 24, 25. And he was great. World's greatest salesman, but he used to tell me, Richard, you gotta have a life first. You have to have a light first. And it wasn't until I got divorced that I actually remember that voice and came up with the light bros. So that was my life was on Alsace, kind of one of my mottos or mantras, which is an acronym and E the, um, make everyday matter, which I feel like, you know, it goes back to kind of my micro goals or my micro moments, comment that I made earlier, which is, you know, kind of working on a framework of, well, what's next. I really divide my life into quadrants and I just simplify it into, well, here are four buckets, right?

Raz ([00:48:13](#)):

And so one is work or professional. One is physical. Uh, one is like spiritual soulful. And then the other one ends up being kind of personal family. And I look at what are, what I really try to break down, what are three or four or five things that I really want out of each of those pockets and those quadrants of my life. And I actually created these grids for myself that like, are these kind of life goals. And I just break it down into these four buckets and it's not creative, but it's practical. And it's simple. And I think that breaking this stuff down into, and I've had a lot of people advise me on this. I'm like, well, what does it really look like down the road of what you want? And so I was talking to another therapist that I see now regularly, and, you know, he was talking to me about relationships and he's like, Hey, would you ever want to get married again?

Raz ([00:49:14](#)):

What does that look like? And what are you looking for? And really what he tasked me with my homework was go sketch out all of these attributes of someone that would be a great spouse for you, not the perfect spouse, but like what would, and I'd never done that exercise before. And I went and did that. And I guess my point ultimately is I've done that for work. I've done that for my kids, but I haven't done that in all areas of my life. I've done that physically as well, but I haven't done that in all my life. And so I think looking at what do I really want it to look like? Not do I feel like going to the gym tonight because there's a huge difference for me on, okay, do I, do I really want to run and spin it and do Leadville 100 someday?

Raz (00:49:57):

Like I do, I've never done. I've never done anything longer than a marathon, but it's kinda like, what I like to do is like do something that's totally different. That's a big thing. And then like, maybe I'll stick with it. Maybe I won't, but doing that and putting that out there of like, well, is that one of the big things I want to do over the next couple of three years? Because that changes like it's radically different than do I go run a couple miles today? Like, am I running a couple miles, which is maybe I don't want to do that. Maybe all I want to do is exercise five days a week, or like maintain my weight. And that changes all of these kind of daily decision points and kind of what all of this leads into is I like setting up these big goals and like, what is it?

Raz (00:50:36):

Life look like, ideally knowing that probably not going to end up there. And it's probably gonna look a lot different. And like, life has like a bunch of like twists and turns along the way, but I'd like to have some intention around where am I headed and why am I heading what resonates with me? And then it goes back to the micro goals. So like this book, it's so funny, this has stayed with me. It was a very straight, not super, it's not a super profound book, but there's this book as a really silly title, probably written 30 years ago. My dad gave it to me maybe 20 years ago. And it says, the name of the title of the book was if you don't know where you're going, you'll probably end somewhere else. It was never, I think they, I dunno, maybe sold a hundred thousand copies or something.

Raz (00:51:14):

I don't think it was a widely acclaimed book, but this guy that authored the book was really quite practical and good. You have this concept of micro goals, which is like, well, what's the goal for 10 minutes from now, which was super powerful for me because so many times people have like these huge ambitious goals and none of it materializes, unless I'm actually doing something later today that is specific towards inching my way forward towards that big goal. And that was a really powerful concept for me, even with the kids, which is like, okay, was my for Royce's Zoe. Like I want them Sunday to look at me and like, have this emotional abundance of like, man, that dad, that guy loves me more than any dad to love their kids. Like, that's what I want them to feel what that means today. Well, like today it means actually a neck. Like my daughter is in boarding school and like,

Speaker 4 (00:52:08):

Was this card that I'm going to write?

Raz (00:52:10):

Like, I don't have time today. I'm in back to back meetings and I'm going to like kill part of a meeting so I can finish a card and tell her how much I love her and how proud I am upper. And like, that's not a very big thing, except I don't do those things unless I think about it in the concept of what do I need to do today to kind of move my way towards this direction of having a relationship with my daughters, where they not love them. And they're more important to me than anything in this world. So for me, that was a really helpful part of the process. And it was met with a lot of solitude along the way. There was a lot of desolation, a lot of despair, a lot of moments, people will never see a lot of moments of kind of like crying out on a Friday night and being really alone and really frustrated. But knowing that, that was just part of the process, like how, where we are at any given point in time is not where we're going to end up. It's just part of the process. And it's really, really hard to, uh, to remember that, but it's a truism. So

sometimes you need to lean on somebody else and let them remind you of that story or that truism, because it doesn't quite feel like it in any capacity at that moment. Yeah.

Speaker 4 ([00:53:23](#)):

You know, recently when I, uh, I shared with you that I had a

Jon Vroman ([00:53:26](#)):

Little bit of a tough week and one of my good buddies, who's just always there for me. We just say, Hey, just, you know, in the past. So I'm a little context for this. I would confess to him and he saw in my life also, but I was just reminding him that what I would, how I would deal with stuff 10 years ago, 15 years ago is I would drink to numb it. I would, I would esteem. I would escaped somehow. And you can, you can kind of hide under like, well, I'm changing my environment in my state and that really easily blends into hiding, you know, from the problem. And this time I said, I'm just going to sit with it. And it's interesting because where we are, we both have run a little bit. I've, I've done three ultras, 50 mile ultras in the past.

Jon Vroman ([00:54:08](#)):

And one of the things that I really I learned through those ultras was that I could be just as tired at mile seven as I could at mile 17 or 27. Like it's just kind of tired, was tired, you know, and, and I'm not, I'm I'm setting foot mile 45. I might be a little more tired than my tire than mile four or five, but, but the point is that just pain and discomfort kind of hit a well, if I can just work through that, I can just keep moving. And, uh, and a lot of times, you know, when I, when I face these challenges that where I need restoration or redemption or whatever, I used to numb myself and my friend, Chris Davidson would say, you know, move from the process of numbing, to the process of becoming. And, um, and so just sitting with it, I also heard somebody say at one point, I don't know who to credit for this, but it was macro movements and our lives are made up of micro moments, macro movements from micro moments.

Jon Vroman ([00:55:01](#)):

That's what you were just saying, you know, and I think that a lot of, you know, dealing with tragedy or pain or these tough situations in our lives, or just kind of being with the moment, one of my mindfulness coaches would say, she's like, when you're on your ultra and you have pain, a lot of times you try to get yourself out of thinking about it. Let's just focus on something else and get my mind off of the pain she goes. But actually, if you just hone in on a little bit, a lot of times it'll dissipate. Cause you're like, Oh, there you are. I see you. You know, there you are. You're not, I got you, right. Like here we go. You you're paying, you're showing up. I understand. But I'm just going to embrace that a little bit. So yeah, man, it's interesting. I'm looking at the clock. I know we gotta be a little conscious of our time here. You've got a note to write

Speaker 4 ([00:55:47](#)):

And back to back meetings.

Jon Vroman ([00:55:53](#)):

Good. What I want to give space to, and you can take, as you can make this as quick as you want, or you can, you can breathe a little bit into this if you want to, but I want to give space to flow water here at the end because dude, you know, as, as much as we've talked about, there is this theme that we have through the show that ties perfectly into the work you're doing with flow water. And I just love it, man. I

am so grateful. As soon as I had heard that you were doing this work with flow water, I knew we need, I wanted to talk to you because we, I talk about this constantly. I talk the collapsing oceans and how, you know, not so far in the distant future, we're going to have more plastic in the ocean than we are going to have fish.

Jon Vroman ([00:56:30](#)):

And when I've looked at how many plastic bottles are produced every day and used every day in the world, I view this as a major concern for my family and my kids and their kids. I look at it as the amount of plastic that's ending up in our water system that they're consuming through the drinking of water, you know, every day or it's just, it's disturbing. And I also want to say, thank you to you. So I know I'm giving you just a wide open canvas here to be able to paint for a minute, but can you just tell us a little bit about flow water, just why you're excited about it, why it's so important and because I just want people to get a few minutes at least to hear about this, about this.

Raz ([00:57:12](#)):

Yeah. Thank you. Yeah. Thank you very much. I appreciate the kind words and the support around our mission. And also of course, the opportunity to talk about it briefly. So flow water, you really started this company with the vision to radically change the way the world views water and the mission of it very specifically is to put an end to single use plastic water bottles. I mean, if I look at, I think single use plastics are really the new cigarette. I mean, that is that. And there's so many parallels by the way. I mean, if we look at the sixties and what happened with big tobacco and regulation and like kind of the hiding of data around like the toxic effects and the chemicals that are in tobacco products and cigarettes of which there's 6,000, there's 10,000 single use plastic water bottles that are made to comprise the chemicals that are creating the plastics that go in the bottles.

Raz ([00:58:01](#)):

There's so many parallels to that. And our job is to radically shift that and to dismantle an incumbent industry that should not exist over the longterm period. Now, you know, look, is there a use case for a periodic single use plastic water bottle? There is. I mean, I'll give you an example. I maybe have two to my, you and I'll acknowledge this, maybe up to the mine name to my life over the last few years, not having needed to use them, but when I ride a motorcycle, I'd like not to put, you know, a stainless steel bottle on my backpack in the event that I take a spill and I land on it. So like I have an emergency bottle of water, you know, so that if I took a spill on a motorcycle, that's probably one really good. That's a very small use case for it, but there's other like reasonable emergency response, right?

Raz ([00:58:55](#)):

Use cases. The reality is though that is an industry that should not exist. It's an industry that exists only because consumers either do not like, or do not trust their tap water anymore. That's the reason that that entire industry exists because if they love their tap water, they wouldn't be spending two, three, \$4 for a bottle of water period. I mean, you know, if you love the copy that you could have home just as much other than Amiya. So all you are easy to make and easy to procure and tasted every bit as good as going to your favorite coffee shop and you weren't going for the Omni on, well, you would like take it at home for 10 cents on the dollar or whatever it is. And things are problematic as it relates to drinking water across the United States and across the world. And so we have a couple problems that we're solving for.

Raz ([00:59:43](#)):

One is that Americans and also ultimately humans globally are chronically dehydrated, 70, 80%. I mean, if, if you were to go to a doctor today and if they were really looking at kind of an attestation of physical issues and then implicating those physical issues with things that could be solved with something other than pharmacological intervention, they would start with diet, nutrition, rust. They don't because it's habit. Not because doctors are bad, not really because of the pharmaceutical conspiracy theory. I mean like maybe a little bit of that, but really it's because this is how they're wired. They get transmitted. They go to medical school, they prescribe, they prescribed, they treat pharmaceutical companies constantly in their ears, like harping on them, giving them lunches, like sharing data they're prescribing. So would actually be incredibly helpful is to get people hydrated again, if we could do one thing that would radically change people's cognition, their satiety, reducing a weight gain, actually contributing positively to weight loss, mental acuity, I mean, on and on type two diabetes, skin elasticity getting properly hydrated Jane changer.

Raz ([01:00:52](#)):

So why do people not do that? First of all, you know, they don't like what's coming out of the top and there's a hundred million single use plastic water bottles that get used globally every year that are contributing and polluting our environment to the point at which now we are literally when you drink bottled water or not, or you drink tap water, you are now literally drinking your bottled water. So there's a recent study that came out of Sunni a couple of years ago that showed that average liter of water from the top or from the bottle had over 300 micro particulates of plastic that are swimming and that, so we are now, this is like, this is my tobacco imagery and kind of metaphor revisit it, which is we are now in society. You and I drinking what other people have been polluting that is no different than us being stuck in a room with five other smokers.

Raz ([01:01:41](#)):

And there might be 50 people in a big room. 35 of us are not smoking. Five are smoking. All 50 of us are smoking. Whether we like it or not, we are smoking and we are getting the toxifying effects of secondhand smoke. And it's like anything. It's like, you know, everything that we talked about, but it's also like this as relates to water and health and fitness and positive change and also negative implications, which is one cigarette doesn't harm you. In fact, I don't know, someone probably Gar you one cigarette at some moment in your life. And one juncture could actually be pretty good and affirming. Like, I dunno what that particular event is, but like insert whatever event they're 10,000, not so good hundred thousand, won't kill you. And it's a cumulative effect of toxifying your life, relationally, personally, professionally, but also environmentally. And this is what we're doing with our environment.

Raz ([01:02:28](#)):

I mean, it drives me crazy when we hear all these evangelists around sustainability and yet we're unwilling to kind of take care of the very things that could make a transformative impact at scale, which is ending our single use plastic water bottles. And what we're doing is, you know, my job is not to go out and vilify people that are using single use plastic water bottles. In fact, I look at them, I look at them as like, Kevin's that I get to convert. Like that's great, like fantastic. Using a single use plastic water bottle. My challenge is to like entice and inspire you to do something otherwise, not that make you feel like shit for doing it because no one changes behaviors, but all they do is end up kind of hating you for it. So my perspective on it as well, what we're doing at flow water is radically changing the way that we deliver water.

Raz ([01:03:15](#)):

And what we're doing is we're putting flow water devices connected to any water line. And over the next year, you'll see flow water faucet filters for your home. So a lot our countertop units are freestanding and that's for your home. You'll have flow water, aluminum multi-use bottles that you can buy for the price of a single use bottle of water. But you can use five, 10, 15 times before you dispose of it because not everyone always has a refillable on that. You will see flow water and your hotels, schools, corporations, fitness retail with these refill stations. And so what we're doing is we're really building out water 2.0, which is a totally new platform of distributed, decentralized, branded water, wherever consumers work, rest, and play. So the idea of it in summary is if we can direct people back to the top, having fallen in love with the water that they prefer, they prefer over their favorite bottle of water because it tastes better.

Raz ([01:04:04](#)):

It's fresher, it's purified, it's activated a lot and it's cool and it's sustainable. Then we'll see a massive shift away from the way that things have been done in the past to the way things can and should be done in the future. And quite frankly, you know, as much as I harp on single use plastic water bottles and the companies behind that, I also think that it can be a positive catalyst for the future and change as well. My job is, you know, my role, my identity is not out of vilifying people or companies. It's really out of an aspirational cure as a superior way of doing this and we're going to make it happen. And we would love for as many people to come along as part of that journey as possible, including big single use plastic water bottle companies. Right.

Speaker 2 ([01:04:44](#)):

That's a great way to end the show, man. I really appreciate you sharing all that dude. Where do people connect with you or learn about flow water? Like where should they go from here

Raz ([01:04:54](#)):

For me personally, on social I'm at rich Raz datas are [inaudible] and on social for the company at drink flow water one w so it's F O w a T E R, or drink flow water.com.

Speaker 2 ([01:05:11](#)):

Awesome, man, I appreciate you taking the time. Thanks for

Raz ([01:05:17](#)):

Enjoyed it. This is my favorite in seven years of doing podcasts and interviews. This is my all time favorite and it's a, or a great interviewer, fantastic. And carrying the dollar, but the, I love the topic of your show and I love this blend of like entrepreneurial-ism and fatherhood, partly because I've done it so poorly. And I have such an aspiration to get it right. That I love that you're creating content around. What are ways that we've all learned as nine and Dodds like where we've gotten it wrong or we got into right. And what we can learn from each other. So, well, I tell my friends, I didn't start this because I had all the answers. I started it cause I wanted them.

Raz ([01:06:03](#)):

That's why I joined. And I'm here today as well. Share a little bit, but learn a little, little bit in a lot of it as well. So thank you. Yeah. Appreciate that, man. Well, I hope to continue to build our friendship in the

years ahead, man. And I want to support flow water and everything you're doing. It's just, it's bad ass, man. Maybe we'll go for a run sometime also. Thank you. I'd love to. Yeah, that'd be great. I'd love to get some ultra tips from you on how to carry my journey forward and it'd be great to meet you in person sometime as well. Look, sort of hanging out with you Sunday. No doubt. Thanks man. Appreciate you being here. All right. Thanks.

Jon Vroman ([01:06:34](#)):

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

Jon Vroman ([01:07:09](#)):

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 joined 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.

Raz ([01:07:49](#)):

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. 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 to this, you already care

Speaker 5 ([01:08:16](#)):

About your family and your kids and your wife and growing. So I just challenge everyone. That's hearing this to take it to the next level, whether that's joining this group or some other group, but just take it to the next level to take your family to the next level.

Speaker 6 ([01:08:37](#)):

[inaudible].