

Speaker 1 ([00:00:00](#)):

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

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

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

Yes. I'm your host, John Roman. This is the show for family men with businesses, not businessmen with families. My guest today is my friend Darius Mir Shaza day. And he is the author of the new book, the core value equation. And today we're going to get into how to define your core values as a business and in your family and how they're different than culture. We're going to take you through a journey of his life. Growing up in Iran, his incredibly challenging relationship with his dad. We're going to talk about anger. We're going to talk about successes. We're going to talk about why Darius. Oh, for the record. There's a lot of F bombs in this show. So fair warning. If you've got kids in the car, but we talk about why one of his mottos in life is fuck that guy. Now don't judge too quickly.

Jon Vroman ([00:01:26](#)):

This is one of the most genuine kind loving humans on the planet, but he's also real. And that's probably why his website is the real Derrius because he doesn't hold back at all. He just gives you all of it, his failures and his successes. This is a very real show, but we're going to talk about, you know, core values in our lives and whether they're baked in whether we design them and we're going to get into the components of what make them successful and how utilize these to scale a company to millions of dollars, and then have a very successful exit. He's financially set. He's taking all of what he did to create this financial freedom in his life and share it with you through what he believes to be. The number one thing that you need to focus on, which is your core values.

Jon Vroman ([00:02:08](#)):

I'll come back to Derrius in just a minute guys and tell you more about him. It's going to be an incredible show, but before we do, I just got to give some love to our sponsor for today's show, which is legacy of love the app. So legacy of love.app, you can check them out. Guys. This is an online journaling platform. There's an app, there's a desktop version of this, but if you want to capture the incredible memories of your children's lives, if you want to document your family history in a very cool way, it's never been done before online with any other type of journaling system, you've got to check out legacy of love.app. Your kids are growing up fast. This is going to be one of those things that you don't want it to get away from me. You want to capture these magic memories throughout the months.

Jon Vroman ([00:02:53](#)):

So that one day you'll look back and be able to hand them this incredible gift, which is a journal of their life it's that you observed. It's their strengths. You know, so many times I look back on my life and I want

to know what were the strengths that were naturally emerging for me as a child. And this is a great way for you to be able to do that. You can check it all out @legacyoflove.app. Use the promo code F R D 40 as in front row, dad, 40 for 40% off the premium plan. Check it out, guys. Your kids will be grateful that you took action on this. It only takes a few minutes every week or every month, but it is something that your kids will appreciate for ever. And think about the generations to come. That will be grateful that you documented parts of your life in the way that you can.

Jon Vroman ([00:03:36](#)):

By using this app, you can print out by the way, what you share in this app, you can turn it into a hard cover book. There's so many things you can do with it. I think you guys will enjoy this. It's a parent to child journaling app called legacy of love. Alright, guys, onto my guest and this incredible interview today with Darius. So first of all, this is a CEO serial entrepreneur and a man who's focused on building culture through these core values, Glassdoor ranked him number nine, as on their list of top CEOs for small and medium sized companies in the U S he landed himself as number 40 on the inc 500 list of fastest growing companies before he had sold and New York times, and inc magazine has written him up as a person who understands deeply corporate culture and the business insights that allow him to have created what he did so successfully.

Jon Vroman ([00:04:27](#)):

You can find more about him. We'll put all the notes and his bio and all the good stuff at front road, ads.com, along with links to this episode so that you can go back, listen to it again and share and get all the resources, his new book that just came out, which I'm listening to on audio book. It's absolutely killer guys. It's one that I'm focused on right now. The core value equation. If you're watching me, I'm holding it up there, the core value equation, you can't miss it. Bright pink cover. There's a story behind that, by the way, a big story behind that. But guys, you should definitely check out the book, but in the meantime, we get Darius here, live on the front road, add podcast. So enjoy the show and let me know what you think about it. And guys, if you're digging the front road, add podcasts, please take five seconds. Leave us a quick rating. If we earned the five stars, please let us know. We want to get this show out to more and more dads so that we can keep serving all the families today and the generations to follow

Jon Vroman ([00:05:23](#)):

Darius Michelle's today. Fucking did it,

Darius Mirshahzadeheh ([00:05:26](#)):

Dude. I said the last may man, welcome to the front road ad podcast, brother. I'm excited about

Jon Vroman ([00:05:34](#)):

This conversation today. Thanks for making time.

Darius Mirshahzadeheh ([00:05:36](#)):

Oh man. Thanks for having me. I'm so pumped. So

Jon Vroman ([00:05:40](#)):

Just gonna launch right into a question that I, that hit me today. When I was looking through some of your stuff, what was it, listening to your audio book? I'm looking at your website. And I see on the site, it says my purpose is to live a poetic life. What does that mean, dude? So I did this program

Darius Mirshahzadeheh ([00:05:59](#)):

In Dallas called Stagen, which is conscious capitalist leadership program. They call it the integral leadership program in the big part of it's like, you got to come up with your core purpose now I've I got introduced to purpose work through Simon Sinek 11, 12 years ago. And um, it's always thought about it. And, and, and, and originally I came up with like, I want to live an engaged life. Uh, and I want to help those around me to live and engage life. And I'm really into tools around engagement in my personal life and business. I'm like a strength finder person and you know, the values stuff that we'll be talking about. But if you really know me, you know that I just have this thing around words and it's, it's, it annoys people that love me, but, but it is what it is, where I just, the words are so meaningful for me that you'll say something and I'll be like, no, you mean, blah, blah, blah.

Darius Mirshahzadeheh ([00:06:47](#)):

And you're like, so that's what I just fucking said, but you didn't say it my way. And I mean, it, like, I have to say it with my own words. So I don't know what it was was, I've always kind of, there's two things. First of all, my dad's Persian and Farsi, which is the language of Iran is a very poetic language. And they have things like that. They're bad words are amazing. Like the worst thing you can say to someone and any Persian person, listen, this is going to be like a, you said this on the show, is this word zap, which means from the bite of a snake. And it's like, it's like, it's like me telling you. It's like, literally the worst thing you can say to someone on the face of the planet is from the bite of a snake. Right?

Darius Mirshahzadeheh ([00:07:30](#)):

So the whole language is like that. So I think I just grew up, I don't speak Farsi, but I grew up listening to people speak Farsi. And I just think it's just part of my DNA. And so I, um, I rewrote my core purpose because I realized that when you look at the up the word poetic, I think in poetry, like I actually, I actually think poetically, like I put words together that way, I imagine like three dimensional in that way. So I'm just kind of a creative person. And that's just really resonated with me that the word poetic means imaginative with words. And so I was like, there's no better way to describe the life I want to live,

Jon Vroman ([00:08:07](#)):

Or a statement or a phrase that you've said that not only is one that you feel most proud of, but maybe other people have quoted you on or repeated.

Darius Mirshahzadeheh ([00:08:17](#)):

Oh, my friends call them Derrius isms. There's a lot of, there's a bunch, but I, you know, I don't know I'm being like off the top of my head. I can't think of one off the top of my head

Jon Vroman ([00:08:28](#)):

Or a motto for you personally, that you live by.

Darius Mirshahzadeheh ([00:08:32](#)):

Yeah. It's fuck that guy. [inaudible]

Jon Vroman ([00:08:44](#)):

Tell me more, dude, what is it? What is it?

Darius Mirshahzadeheh ([00:08:46](#)):

Well, you asked and I told you, so

Jon Vroman ([00:08:48](#)):

Of course I knew that by the way, for everybody to listen to man, I had breakfast with Derrius and by the end of that breakfast, thanks to my friend, Amber and Isaac who were there. And, uh, w I, by the end of the breakfast, I was like, I can't wait to have Derrius on the show cause this shit's going to be real. It's going to be fun. I'm going to learn something new for sure. It's going to be great. So, all right. Tell me, what's fuck that guy.

Darius Mirshahzadeheh ([00:09:10](#)):

Fuck that. Guy's around everyone. That, that does shit. That, that, that they shouldn't do. You know, like there there's, that is that. And I'm the person where I'm the antithesis of that guy. Like I'm about doing the right thing, like even at your own expense. And so that guy is selfish, that guy's a motherfucker. That guy puts himself first. That guy is a Dick that guy's not kind. And so we all meet that guy all the time. And when I meet that guy, I'm like, fuck that guy. So I'll tell you a quick story. When I was 13 years old was the first time I got into like a real, real fight. And there's this group of kids who are like pop Warner football kids who just bullied the shit out of me and my brother and my mom said something to me, my mom's just like full Italian, just full of fucking, just fire, you know? And she's real quiet. Like my mom's very cerebral. She reads it like probably like five to 10 books a month, really, really smart lady. And, um, she's quiet and you know, she's kind of, you know, it's really funny, but a little bit introverted. And, uh, and my mom says this to me. She goes, always get the first punch in. Right. So my mom's, my mom's telling me to always get the first book. Now my dad said, rip their eyes out, which shows you my parents,

Jon Vroman ([00:10:33](#)):

No mercy,

Darius Mirshahzadeheh ([00:10:34](#)):

No, I was getting bullied. My dad's like you and your brothers are poke their eyes out. And he meant it. Am I always getting the first punch? So I'm sitting, I'm getting bullied. And I just like really, really bullied. And it's like five or six kids bullying me and they're popular kids. And I just thought this kid in the face as hard as I could and beat the fucking shit out of me, it was like, it was like Ralphie from Christmas, just blew up fucking red headed kid, by the way, the red headed kid who has beat the fuck out of his name was Nick Caesar. Fuck Unix either. And so, um,

Jon Vroman ([00:11:08](#)):

It's not a show about forgiveness.

Darius Mirshahzadeheh ([00:11:11](#)):

Well, no, maybe a little bit. Um, so, um, I've just always been a person that's like, I'm not down with that. I'm not dealt with picking on people. I'm not down with bullying. I was a kid in high school. If I saw

someone getting bullied, I'd walk up and be like, what the fuck are you doing that guy? And it's stick up for him. And I just always had that internal thing where it's like, fuck that guy that person's not gonna, like, that person is committing an injustice right now. And that's not cool. And it's, it's an internal thing. So I don't know my motto is, fuck that guy. Actually, I never realized until you ask

Jon Vroman ([00:11:40](#)):

Both learn something on this show today, that's, you know, and I think about what's deep about that for me is there is there's a lot of power in taking a stand against something or someone. And I remember when we were starting front row, it was the same thing about, you know, fuck this whole dad, bod bumbling, idiot, dad, dad can't do that. Dad just says, check with mom constantly. Like that was our fuck, that guy. Like, we don't want to be that guy. We wanted to represent something different. We wanted to, when somebody put on a front road, out hat, they were like, that group is a bunch of bad-ass dads who can kick ass in business and that life and life at home. So I understand that, man. I really appreciate what it feels like to take a stand against somebody that you want to build a whole tribe or a culture or company, or, you know, create a family that stands against something. Because I think that we need that contrast oftentimes to know what we are is to know what we're not,

Darius Mirshahzadeheh ([00:12:35](#)):

I don't think it needs to be done in a way from like a, like a aggressive stand point or like a it's something that's being on the offense. I'm actually more of a be on the defense guy. Like, Hey, I'm not going to start the fight, but I'll fucking end it. You know, I've always liked thought that like, I would never start a fight, but I am. There's like, not even one inch of my brain is like, I'm not afraid of him. So that's kind of the same deal. Like, Hey, you're not going to go out there and like talk shit on people that do that. You're just going to represent people either resonate with or not. But if they come at you, Hey, gloves are off. So that's kind of the way I live my life. I referenced it

Jon Vroman ([00:13:13](#)):

Earlier, but I got to bring this back. Were you a karate kid?

Darius Mirshahzadeheh ([00:13:16](#)):

Dude was I aquatic and fan look over there behind me. That's a sign, mr. Miyagi.

Jon Vroman ([00:13:22](#)):

That is so great. Now, have you seen Cobra, Kai? Have you seen the series? The follow up?

Darius Mirshahzadeheh ([00:13:28](#)):

This is like asking me if I sucked down Erewhon pocket. [inaudible] the third episode.

Jon Vroman ([00:13:41](#)):

A little bit of how good it was because I was a little blown away. Like I was excited about it cause I was good fan. I mean, I totally was a crazy kid myself. You know, I, I studied martial arts. I resonated with that movie completely. I definitely got picked on and bullied when I was in school and I started watching it almost thinking like this could be really bad, but it turned out to be amazing. Like what an incredible show.

Darius Mirshahzadeh ([00:14:03](#)):

It's so good. I love how they bring back the old characters. And like I think Dutch died in it though is Dutch dead. I think Dutch is dead, which I was kind of bummed about, but I love Dutch, but I'm going to call you back Johnny.

Jon Vroman ([00:14:21](#)):

Incredible. There were incredible moments in that show where I thought, dude, the writers are so smart. They really understood human emotion and took you on a rollercoaster. And they connected a lot of dots perfectly. I mean the way they wove that story together, guys, just, if you're out there listening and you watch this movie as a kid, you're going to absolutely love it. It's going to be very, very cool. But I just thought about that because that whole idea about being on the defense, right? Like, Hey, the fight sometimes comes to you. One of the lines from the movie, let's stay in childhood for a moment about your life growing up. Because man, when, again, going back to breakfast, I learned about your story. It's quite remarkable. Take as much time as you want to unpack it, but let's go back to the very, very beginning dude, and just walk through your childhood because I think we can all relate to that of our own stories. I don't think many people will relate to your exact story, but I do think that it's a good base for us to know who you are as a man today. So can you walk us through as much of that as you want?

Darius Mirshahzadeh ([00:15:20](#)):

I think everyone's stories, you know, you need to themselves, right? Obviously. And, but in some or maybe more cliché, mine is definitely pretty unique in that I grew up in orange County, California, um, a multicultural family. My mom's a full Italian Medallia's full purging and my parents, uh, I have a twin brother and a little sister. And um, and so my parents met in this in the seventies. My dad was 33. My mom was 19. So he was 14 years older, which you know, like it's definitely an age that no, my dad was getting his MBA at Chapman university or orange County, California. And my mom had just moved from like a small steel mill town outside of Western, Pennsylvania to California. And she had this kind of Rocky relationship with her dad and just wanted to get away from her family and met my dad and quickly.

Darius Mirshahzadeh ([00:16:08](#)):

It was like, they, they like like fell in love and they went to Vegas, the low and my dad had got his MBA. She was still in school and he moved back to Iran. Now back then, this is in like the early seventies, like 73 or something, 72. Um, there were sending Iranians to the United States to get their advanced degrees. So my dad came specifically for that and it was like free education essentially. And then he went back to Tehran, which was the capital of Iran. And my mom went with them and, and she was back then, there was a ton of these Virgin dudes that were rolling into the United States and bring it back to American girlfriends and wives. I was like, that was not unusual. And just to put it into context, when I say Iran, a lot of people like, Oh, that's scary, place it back then it was the Paris of the middle East.

Darius Mirshahzadeh ([00:16:51](#)):

It was like a fucking cool place to go. Um, and there was, there were super advanced and the person's rule the world one point. So like if there's a joke in the prison culture that every, every guy and girl growing your own things through a Prince and princess, um, and it's, and that's just kind of the attitude. That's how they roll. And my dad was no different. Now my last name is mere Shaw's day, which stands for descendant of the Royal King. So maybe there's some truth there on, around my family. But, um, my

parents moved back there and my dad just got this baller job where he was crushing it for Mac truck. You had this really entrepreneurial gig. He was an entrepreneur by nature, but it was working for this multinational. They, they, they like had to change the comp structure 10 times cause he kept breaking it cause he was making so much money.

Darius Mirshahzadeheh ([00:17:32](#)):

And he was just as baller sales guy who was basically the director of sales for the entire Asia and middle East for this Mack truck company for Mack truck, which is a American company. And, and so my mom got pregnant with my brother and I moved back to the United States because she, we were twins and, and you know, is late seventies. And you know, technological advancement was very different in the middle East than wasn't United States. And it was pretty unsafe for her to have us there and just, she was having complications with her pregnancy. She goes back to the United States, um, and has us. And for the first year we were born, my dad was in Iran and we were in the United States and we were premature. We almost died at birth. It's me and my twin brother, Mike. And we ended up, uh, in June of 76, excuse me, 79 when I was a year and one month old, we moved back to Iran and I literally moved back there to live there.

Darius Mirshahzadeheh ([00:18:20](#)):

Like, this is like, we're going to live there. Like I should be speaking Farsi right now and doing business in Iran. Like that's like, what should have happened? Well, in November of 79, if anyone's seen the movie Argo, they started taking American hostages. And we were in the city where that, when that, when that was happening and my dad was a feisty dude, man, like I'm a big guy. I'm six foot, two 40, two 45. And I wrestled like D one heavyweight in college. And my dad was like five foot seven, a buck, 30 of just, and he was just like had little man's complex dude. Like he, he would like just total short fuse and would throw down with anybody like this. My dad was the I'm I got along. If no chill, my dad had very short fuse. My mom said she knew that they were in trouble when there was this guy that came into their home with military fatigues and starts talking shit on Americans.

Darius Mirshahzadeheh ([00:19:08](#)):

And she's like, I knew I wasn't, we were in trouble. Your dad didn't punch him in the face, which is like, kind of tells you a little bit about my dad being a crazy motherfucker. Um, but, uh, so right when they took hostages, my family fled Iran like total sketchy, fled got out of the country, was in UK while we're trying to get back to the United States. And then we get in the United States. My dad ends up taking the next three years of his life, going back and forth, essentially selling his money currency on the black market and assets and stuff to try to get money in the United States to like restart his life over. No, my dad was 40, like 40, 41 years old at the time total restart two kids, two, three years old wife that's you know, my mom was in her late twenties moves the United States.

Darius Mirshahzadeheh ([00:19:52](#)):

Now my dad kind of had like some total entrepreneur ADHD learning disabilities. And when you're in your forties coming into a country you've barely lived in and you have a learning disability. You kind of like a, uh, orthographic dyslexic type of guy, you know, typical entrepreneur, like you're not learning foreign languages at that age. So my dad's English fucking sucked. And, and, and so if you're in the late, early eighties with shitty English, who cares, if you have an MBA, like you're not getting a job at like a great company. So my dad does like the way a lot of guys then did is he started a business and it was a

choice between like an arcade, uh, you know, a laundry mat or gas station. So he starts a gas station. Literally has no money. It's borrowing money from my grandparents to buy gas, to fill the tankers up.

Darius Mirshahzadeheh ([00:20:38](#)):

And dude, he went from this baller job where he had these aspirations of being like a politician. I tell people, my dad has like had a bill Gates type of, to like being a gas station guy. And my mom said something changed in him and he just became this like really angry guy. And he started being really abusive to the family physically and emotionally. And I remember the first time my dad beat my mom, I was like three years old. And, and that became a theme in my childhood where there was a lot of abuse and my dad took his anger out on the family and he was very disengaged and he took it out on himself too. Drank smoked. He womanized, he just did like, you know, he was very a detached guy. He hated his life. I mean, I think he was the funny thing is he was a very loving guy, like a really loving guy.

Darius Mirshahzadeheh ([00:21:30](#)):

My dad's one of the most loving people. I know, I know I'm a very loving guy. My son's very loving. My brother's very loving. I see where we get it from. My dad was the most loving person, but the flip side is he was a very, very like angry, sad man. And I grew up watching that. And when I was, uh, 18, right before I went to college, he, uh, got diagnosed with ms. And then he basically deteriorated and he died of cancer, uh, basically right after I graduated college. And so I grew up seeing that and, and remember hating my dad. And I remember not wanting him to be around me. And I ended up being like a really good restaurant as division one wrestler in college, uh, for my freshman year I red shirted. And, um, and I played rugby in college and I was always super athletic.

Darius Mirshahzadeheh ([00:22:18](#)):

And, um, I don't remember, my dad didn't come to any of my wrestling events until I was good. And I remember what, like, he was like almost taking credit for it. And I remember being like, get the fuck outta here, man. Like where the fuck were you? When I was getting my ass kicked, by the way, wrestling is a sport where you get your ass kicked until you're good. I mean like literally physically someone beats the shit out of you, then you're good. Right? Like other sports, you just aren't good. And you sit the bench wrestling, you just get the shit beat out of you then you're good. So I'm like, where were you when I was getting my fucking ass kicked? And I remember like, I went from being like the worst guy on my team to literally like one of the best guys in the state of California.

Darius Mirshahzadeheh ([00:22:54](#)):

And he showed up when I was the best guy and took credit for it. Now you're on wrestling. It's like, that's a big sport. So the fact that I was a son, I was like, honor student wrestler, president of my class, suddenly he was proud of me. And at that point I said, too late, man, like I'm done. And so I grew up with that as a, as a role model, my father, I will say this, I want to give him credit where it's due and where he deserves. It worked his fucking ass off, provided for our family, taught my brother and I entrepreneurship. You know, he really did love his family just was fucked up. And he had a lot of trauma that he took out on his family. And so I grew up with that environment and it's something that I've had to really work through as an adult

Jon Vroman ([00:23:38](#)):

Childhood. Do you think consciously drives you at this day and age right now? How much of the stories of what you want to avoid or you want to replicate, you know, is driving you today? I think it drives a hundred percent of what I do, right?

Darius Mirshahzadeheh (00:23:53):

Yeah. Like, like whether it's me proving that I'm, that I'm worthy, whether it's me proving, trying to break the cycle of the trauma and my, and my family's and there's trauma on both sides, whether it's me trying to show up as, as a, as a, a role model for my kids, whether it's me having a scarcity mindset around money, most people would think I was out of my fucking mind if they thought I had a scarcity mindset around money, just because I've had financial success in my life, but I do, I can't help it. You know? And when you hear the story of my dad, it's like, Oh, how could I not, you know? Yeah,

Jon Vroman (00:24:28):

Exactly. I had a conversation with a friend recently who had a lot of financial success and he said, you know, I don't know whether, I think I'm more scared about money now than I've ever been, because now that I have it, I'm afraid to lose it. Like it's, it's now about protecting what I've built and that is more scary than going to work and working hard and trying to earn it at some level.

Darius Mirshahzadeheh (00:24:48):

Yeah, I get it. Yeah.

Jon Vroman (00:24:50):

Have a pretty long fuse. Do you lose your cool? Do you get angry and what triggers you in that way? Because that's something I'm asking personally, it's something I've talked about openly on this show. I've wrestled with a lot of my life and I actually relate to what you just said about your dad. He is a really nice person, but you know, it goes through some shit and then he gets angry and it can come out. You can take it out on the people around you. Like I relate to that. I'm a really nice person deep in my heart. I know I'm a good soul, but at times in my life, when I haven't been sleeping and I've been really stressed about business or work or whatever, I've gotten angry at people. And I've, I know that I'm not the loving nice guy. At least it doesn't feel that way to the people around me. How does that show up for you?

Darius Mirshahzadeheh (00:25:30):

Yeah. Well, when I save a long fuses and it's funny, I'm like, Oh, I'm a mellow person. My friends are all a man mellow. Um, in a couple of ways. I mean, dude, I'm half Virgin and half Italian. So I got fire in my heart. Like, no matter what, I mean, those are pretty like, like passionate people. I just, my number one core value is love and happiness. So it's like, that's what I lead with. I lead with happiness. I lead with love. My number three is I have a title, which is which I call passion, but that's around motherfucking getting shit done. Like come at it. Like, it's a reason it's in the middle. And you know, and then it's curiosity, creativity and balance. And my, the way I, I look at my core values is they really define who I am. And so I do lead with love.

Darius Mirshahzadeheh (00:26:19):

And I always, I did. I love the people around me. I don't even have to know you, man. I love you. Um, and my dad was like that super funny guy, loving, like, dude, I'll laugh. He's a, he's the person that I ever think of. So unlocked until I cried, he cried, he cried, he laughed and he cried harder than anyone. So when you have that, you know, there's, there's the shadow of that, right. Which is rage, anger. And so

for me, it's like, what I found was I'm able to control myself. I'm the guy that a kid that's like, you can have one cookie now or three later. And I'm like, I'll take nine, three years from now. You know, like I have a lot of self control, like a lot, like a lot, a lot until I don't know what I don't dude scary.

Darius Mirshahzadeheh ([00:27:05](#)):

I scare myself. Yeah. And it's where we're, and it, you know, talk therapist I've been working with and we've talked about it and he's like that. And I would say, I felt comfort around that because it's my, it protects me. I know. I don't think there's any situation that I can't get out of if that comes out it's so it's a power. The downside is, is like, do you really want that? You know, do I really want that rage inside of me? Even though if it's going to protect me 0.0, zero 1% of the time. What about when it comes out sideways? And the one time I screamed, I picked up my six year old screamed in his face as loud as I could. Yeah, I did that once. I scared myself. I couldn't believe it. I became my dad right now. I didn't hit my kids.

Darius Mirshahzadeheh ([00:27:46](#)):

And you know, my dad was doing, my dad was born in 1939, eight, Ron, which is the same as being born like 1889 United States, like beating your kids with like, it's like going to get in the paper, you know? Like that was not unusual for people there like that culturally. It wasn't unusual. So I mean, I've never laid a hand on my kids, but I seen my, I seen that. I felt that rage that I knew he felt. And so for me, it's having an awareness, you know, and one of my mentors ran Stagen says with, with awareness comes choice, you know, so having an awareness that's there and then figuring out, well, what do I want to do about it? So for me, it's about working on trauma and, you know, getting that childhood trauma out of my body and having an awareness that there I do have these parts of myself that are, I have a scared little kid in me, man, that got implanted there because I had to survive when I was young. Right. And so that's where I protect myself. From a rate standpoint,

Jon Vroman ([00:28:38](#)):

You mentioned your values. I want to talk about that. Congrats on the book, the core value equation. I'm holding it up right now for anybody who's watching this. I've got it on audio. I'm pumped. I was listening to it. It's great, dude. Do you think these core values that you just listed have always been there or have they been kind of forged over time? Are you born with them and you're just discovering them or are you, are they created for all your shared experiences of life and, you know, talk to us a little bit about what your belief is around our core values and discovering them.

Darius Mirshahzadeheh ([00:29:09](#)):

Yeah. So had you asked me this question a few months ago, I would have said, yeah, you are what you are. And, and it's, it's just a matter of discovering them. I also, you know, I have a show called the greatness machine, which is live stream show. And I interviewed this girl yesterday and she works with highly sensitive people. That that's one of like highly sensitive in that their actual, um, biology is highly sensitive. There's the, like what's going on in their nervous system is highly sensitive. And I was like, Oh shit, I'm highly sensitive. I am super highly sensitive. So because of, I think it was easier for me to kind of figure out what I was much younger because of that ultra sensitivity around all these like, like empathy and feelings and, and then dealing with that's a mess when you're, when you can't navigate it.

Darius Mirshahzadeheh ([00:29:55](#)):

Right. Cause you have the sensitive instrument in you. So for me, I felt like I always knew cause I, when I look at my values, I'm like those have always been there, whether I lived them or not. It's totally different question, but I've worked with some really, really, really special people around this. Uh, just friends of mine and friends of friends and talked and had some great conversations. And you know, there's this whole theory around spiral dynamics, which is that we're an onion and you kind of peel away until you get to that, to that authentic self and environment, family, community, friends, those can shape our values, um, a lot. And it may be that we're in environments where we, where we're not fully aligned with our values, but we have a set of values that we're kind of promoting because of those different environmental issues who we're with.

Darius Mirshahzadeheh ([00:30:39](#)):

Who's our best friends, what clubs are we in? What jobs do we have? We may live values that maybe aren't perfect, but we don't recognize it at first. And then good examples. People that maybe grew up in small town who are told that they need to let's use the example of small Christian town where, you know, being homosexual is not okay. Right? Like that's like, that's, there's people that live those lies, you know? And then they leave, you know, and I don't have an opinion one way or the other, you know, my opinion is we all need to live our authentic lives, whatever those are, but people will leave and then they'll go against the church, they'll go against their family and they'll go against their communities and they'll go and they'll go the other way. Cause they're still trying to figure out what the hell they are.

Darius Mirshahzadeheh ([00:31:19](#)):

So I think for most people, it is a discovery process. I think for me it was less of one. Um, and I think it's because of just high sensitivity, but, um, but yeah, I think most people, it's a journey and we change and values change, but it's not that they change in a linear fashion. I think it's, I do feel it's more of an unraveling of the onion peeling away, the onion it's there. It's just a question of how long does it take for you to figure it out if you are able to figure it out. And I think that for me, it comes down to unapologetically and figuring out your authenticity, like, what are you, what are you in when you really feel whole that were where you just feel like you like, just in flow when, when you feel like you're being what you're meant to be.

Darius Mirshahzadeheh ([00:32:01](#)):

And without, without, even though you may get judged where you want to fight for it, you know, because it's what you are. And if you go against it, it feels wrong and you feel friction, you feel anxiety, you feel neurotic, all these negative feelings come out when we're going against our values. And we all do it, you know, is that how you would define it? What you just said or how do you define it rather? Well, right in the business, I just defined it as the personality of the business, the essence of the business for self it's, your essence. It's what, what, what is, what is your essence as a person? What are the values that attach to the essence of what you are and that you are your truest essence? Like not just what you think, others to hear.

Jon Vroman ([00:32:41](#)):

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.

Jon Vroman ([00:33:22](#)):

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,

Speaker 4 ([00:34:01](#)):

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 businessmen with families that changed everything. That one line shifted my entire thought on what your, about what this community is about, what this brotherhood is about and what this group is about. And I would say, if you are a dad or an entrepreneur or a father or a husband, and that resonates with you, this is a great community to be a part of because it's unlike anything else I've seen.

Jon Vroman ([00:34:38](#)):

If we want our kids to have great relationships and learn from others, we should lead the way and model the behavior we want to pass along. I look guys, the time is now to pour into your family. I read an article by Tim Urban that put everything into perspective for me, but how important it is for me to get 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.

Jon Vroman ([00:35:44](#)):

I think you've mentioned that you don't see it as culture. You see it as different, right? How do you see that? As different than culture?

Darius Mirshahzadeheh ([00:35:51](#)):

I think it's a component of culture. Um, I've been, I've been saying this a lot lately. I say, I believe that marketing and HR people have hijacked the word culture. Um, and so it's B I don't believe that. That's what I believe that people get the wrong idea. When I say culture, people think it's a soft word. They think that it's, you know, not everybody there's people that obviously understand it. But, um, I think marketing HR, people, branding people have hijacked these words and have turned them into something that they're not. And they will try to push those as, as if they're an item, like let's go build this great culture and I'm like me and build a great culture. It's like saying, let's go build a great profit. Like, no, it's a result. It's something that comes out, right? The values is a component of it. Your purpose is a component of it. You know? Um, your, your, your vision of what you want to be in the world is a component of it. And then it's activating all those things, actualizing them, operationalizing them in your business, holding everyone accountable in your life to these standards, to yourself, to these standards. Then the result is there's a culture that creates a culture. So that, that makes sense. Yeah.

Jon Vroman ([00:37:05](#)):

So when I think about front row dads, as an example, we recently through a conversation with my friend, Chris Smith, who founded campfire effect and also has a new business called family brand. He came on and he was a guest at one of our summits, our last and first summit that we've ever hosted, which was a great success. I shouldn't say last. It was the last one we did. It was the first one we did yet. We are doing another one, October 22nd. I probably fucked that up completely in the way that I just

Darius Mirshahzadeh ([00:37:36](#)):

Take notes gentlemen, on how not to talk about one of your events. But anyway, the point is, I don't even know where I was gone at Christmas.

Jon Vroman ([00:37:46](#)):

I don't even remember where we were going, but anyway, let's talk about the fact that I've jacked this up. A lot of times, this is where I wanted to go. And I also wanted to give Chris Smith a big plug cause he rocked it for our group. Talking about developing a family brand is that I've read books. Like people have sent me books over the years, the last decade about core values or fundamentals. And I've listened to the studies about how, you know, Ritz, Carlton, as an example was one of those studies, right? And how they have their fundamentals. And they review them on a daily basis throughout all the Ritz Carltons around the world and all that sounds really great. And then I open up a document and I sit down and I go, I'm going to define them, Oh, I know where I was going with this.

Jon Vroman ([00:38:23](#)):

I'm like, I'm going to define them. And then I just get lost. I make a list of 32 things that I think we need to be focused on. And no one of them seems more important than another. And it really is difficult. Now is where I was going with. Chris. Chris helped me to realize that for us, it was three things in front row dads. It was relationships, resources, and results. The pathway to being a front row, dad was number one, having incredible relationships with other men that you could have honest dialogue with that you could open up to it, whatever level, you know, however transparent you would want to be, but somebody that you would trust. And through that trust, through that revealing of your true life to that person, they might be able to help you find the resources that you need, right.

Jon Vroman ([00:39:07](#)):

In order to move forward in your life like the book or the movie or the counselor or whatever it is, the resource right. That you would need so that you could ultimately get a result so that you could experience the thing that you wanted, whatever that was in relationship to your family. And we have six pillars in front row dads. My question to you is that like, I hear that. And I'm like, I love it. First of all, we adopted it immediately. The relationship resources and results, but are they our values or is that a pathway to get to where we want to be? Or sometimes they get wrapped in the gray area of how do we define things and what do we value? And what's a purpose and a vision. It all tends to get muddled.

Darius Mirshahzadeheh ([00:39:46](#)):

Yeah. So this is where I think there's some issues around it because, um, I don't know what your values are, but, and those could be that your values. What I say is that, you know, if I give you, I have a process of put people through, which I'm not married to my process, there's a process called mission to Mars. A lot of people like there's all these different, the discovery process is a pretty well worn path. And you can use different systems to get there. I give people a list of 110 words, and I say, you only get five eliminate till you end up at five. Yeah. Right, right. So, so like, like no optionality here, you get five. And then those might end up being three. Right. But the five max, maybe six on a good dash six, that personal values for my life.

Darius Mirshahzadeheh ([00:40:26](#)):

But I'm in the business. I usually like to have her own four. And then it's what do you stand for if you're, and there's a book called built, built to last by Jim Collins and Jerry porous. And they talk about this. They say, visionary companies usually stand for no more than that. They did this study over like a hundred years of vision, all these visionary companies. And when we did our study, almost all those different, no more than six items and most between four and five. And so what are the four or five things that really, when push comes to shove and you have, and you can only pick four or five, which ones are they? And then Bob Glaser, a friend of mine who just wrote a book a Friday forward and he has the elevate book. Do you know Bob? Yeah. So he's like, look, what's your heart hierarchy of those values.

Darius Mirshahzadeheh ([00:41:08](#)):

If you only get to pick one over the other. So for, and I haven't actually done work around that. I just know that if in my, I could probably pick it if I had to. Right. Okay. I say, dude, what's, what's most important to your organization. What are the things that matter when a member comes in or leaves or you don't want them there? And there's a process around who do I want there and who don't I want there. And if I have to, and then I have a process, I say there's basically three parts to the book to student of the process. Of course. So discovery we're talking about my book is not a book around discovering your core values. That's like a couple of pages in there. My book is a book on how do you design them, solving the problem you're talking about, which is once I have a, what the hell do I do with them?

Darius Mirshahzadeheh ([00:41:49](#)):

And mine is it's all comes down to design. I'm a designer, dude. I just happened to become a CEO. Right. And I just happened to design thousand person organizations. Right. But, but that's, that's, that's that's as a CEO, I got, that was my job was to design it. So I'm a designer. I know it. And what I figured out was you've got to design these things for high utility value, whether it's in your business or in your personal life. So the book's really about how do you design them. And then once you design them, how do you

design the use of them? And the one thing I can tell you is it's gotta be really meaningful to you and you got to keep it super fucking simple. Cause the second it's not those two things, you won't do it. And then it becomes words on the wall or this thing that you did once, or this conversation you had that you never revisit or revisit rarely.

Darius Mirshahzadeheh ([00:42:40](#)):

And my thing is like, fuck that, design it well, make it meaningful, make sure it's meaningful, design it well, and then make it sticky and viral in your life. And in your organizations, it won't be sticky or viral if it's not designed well. So I designed for stickiness and virality. That's the way I that's the book. That's the secret sauce of the book. And for me, I'm like, dude, the minute it's sticky and viral, it has the opportunity of doing the most important things. I think values have the opportunity to doing, you know, what that is becoming the language of your organizations and of your life values have the opportunity to become language. And when they become language, my belief is the language of your life, which are the same as core values of my book. The core value equation is this your core values equal all the results, good or bad in your business and in your life. Because I have basically decoded how to make them the language,

Jon Vroman ([00:43:29](#)):

Give us a sample of that. You know, we've obviously been very successful in business scaled, huge exited successfully. Looking back at that experience, I'm sure you've done this deep dive already, but can you give me an example of one of the values that became the language and practical way that that played out in life?

Darius Mirshahzadeheh ([00:43:48](#)):

Yeah. So language is important because language can be both negative or positive, right? So a lot of times with these assets, cultural assets and business, we only think of them from the positive and I'm like, no, no, no, no, no, three 60 baby. When are people going to take my language and try to fuck me with it? That's all right. By the way. Fuck that guy.

Jon Vroman ([00:44:06](#)):

Got it. Yeah. It's weird. I was right there with you. So instinct now would be an example of us declaring a value and then using that language later on, dude, I literally just did it right now. Like I knew the value and I brought it out because they saw the example. That's great.

Darius Mirshahzadeheh ([00:44:24](#)):

Totally. This is it, man. Listen, one of my values might be fuck that guy. Right? So you might turn some people off. They don't like that language, but fuck those people, they don't need to be around. I don't want, I don't want to have to watch what I have to say. And I've had that happen to me, by the way. I've had it where I've had leaders come up to me like, you know, dairies to be a lot. But you know, we noticed you curse a lot and we'd be a lot nicer if you didn't. And I was like, alright, I tried. And I was like, why am I this? I don't weaponize the word. Fuck. I use it lovingly. So if they don't, they, they can't appreciate that. Then it's not the right environment for him. So, um, let's go to the other way though, which is my last business.

Darius Mirshahzadeheh ([00:45:03](#)):

It was people, people matter, people matter period, inspiring leadership, strength and character and rock solid service. So when I rolled that out, I noticed right away that people were dig, dug it because, and so there's three parts to core value design. One is the header I just gave you. The headers. People matters around. Caring for people is fire. Leadership is inspiration, strength, characters, integrity, rock, solid services, service, orientation. Those are the four values of the business. I'd like to translate them into language and words that are in the tone of the organization. That's how I came up with those four. Like people matter inspire leadership, strands, character, and my cell service. I don't like the boring words. Cause then I could sound like everybody else. I want to sound like our organization or my family. Right? And then I craft four to eight sentences to describe what they mean.

Darius Mirshahzadeheh (00:45:50):

And I called the header, which I just went over as the 30,000 foot level. That's the only thing people need to remember. I'm trying to anchor their memory so that they know that we stand about caring. We send them on inspiration. We stand about a service orientation. I don't want them to have to think about it. I just want them to know that they can always go there and they're anchored in it. So I got to keep it short and sweet. And in tone then I write four to eight sentences. This is all around decision making and it's, and there's a book in my book. We've walked through. How do you test the, these? I call them descriptives for decision making in my personal life. I tell you I have the tigers, my number three core value. My descriptive is eight sentences describing what that looks like.

Darius Mirshahzadeheh (00:46:26):

Fight to win, surrender to win is the last two sentences of that core value fight to win, surrender to women, right? I say what that means and the reason, and there's six or seven other sentences before it. But I want you to you understand, when I say I have the tiger, what do I, I mean by that, when I say people matter, what is, what do I mean by that? The reason is I don't want someone weaponizing that shit against me. Well, dairies, isn't your purse. Isn't the company's number one core value people matter. And yet you didn't pay bonuses this year. So this is the same person matters, motherfucker. It says people matter. And yeah, if I pay bonuses and we don't have enough money to run the business, that's not good for the people, but people are always thinking about me, me, me.

Darius Mirshahzadeheh (00:47:09):

So I I'm like what I do when I build it is I build accountability into the descriptive. What's the give I give, I tell them, what am I, what can you hold me accountable for? And then I say, and this is what I'm going to hold you accountable for. And it becomes really meaningful. And it's in the tone of that same language, the words matter, right? It has to be in the tone of that. People matter inspire leadership, strength, character, Roswell, sort of the descriptive is in the same tone, right? So you get a feeling when you read it. And then what ends up happening? What I found was when I did that, I just started noticing people were using the language and they started holding each other accountable with it. Hey man, that's not rock solid service. Hey Derrius, you're not living my number six core value.

Darius Mirshahzadeheh (00:47:48):

My family is balanced, which we call movie night. My wife's like, dude, this day, movie night, bro, you know, you've been working 17 hours a day to launch your book. And I'm like, I know just let me get through it. But, but in the back of my head, I gotta go back to center, which is movie night with my family. And I gotta weave it in. So it's not the core values or perfection. This is the, this is the, the, the misnomer. Oh, once I stay on this, I have to be it all the time. You seen a, have you seen a what's it

called? Uh, uh, dude, Dave Chappelle sticks and stones. Yeah. He goes to the opening is the best. Okay. I got a guessing game for you guys. He started saying all this stuff like, you know, I'm going to look back at every single thing you've ever done your entire life and every bad thing you've ever done, I'm going to hold it against your guest who I am.

Darius Mirshahzadeheh ([00:48:34](#)):

And they're like, he's like, you don't know it's you motherfuckers. Right? So like, dude, life is not perfection. Just like that. Right. Chappelle nailed that. And I'm like, it's you people want to hope like, listen, man, we all fuck up. And I get a fuck up. But what core values do in the business or in my life when they become the language of my business in life, in my family or my business and my personal life is to tell me where center is and when I'm off, I know it I'm filling friction. But instead of being like, Oh, I just don't feel like I've been tired and feeling anxious. I'm like, dude, I know exactly why I'm anxious, not spending the time with my kids, not giving my wife enough love. I'm not planning vacations in the last six months. Um, you know, I'm not living my passions, not being creative.

Darius Mirshahzadeheh ([00:49:18](#)):

I'm not being curious, whatever it is, where I'm out of alignment. I know that I know where to fix it. Cause I've already written what I need. And I just go and we do the thing in Stagen called walk, the talk practice, which core value am I out of alignment with? What do I need to put in my calendar to walk the talk to make that come back to life. So it's all it is, is a centering. It's saying, this is what I stand for. This is what I need to be fed. This is what I need to be fulfilled. And when I'm out of alignment, I get to go look and say, which one of these am I out of alignment with in my business? This is key dude. Whenever I had a tough decision, I'd rip out that one page and me and my business partners would read well matter, blah, blah, blah, blah, blah, blah, inspiring leaders, blah, blah, blah, blah, blah, blah, strange character, blah, blah, blah, blah, blah, blah, rockstar servers, blah, blah, blah, blah, blah, fuck.

Darius Mirshahzadeheh ([00:50:00](#)):

We got to go do that. I don't want to do that, but I know I have to do it. If it's a tough decision, you, you know what the answer is, you just don't want to do it. Right. And so, but, but then if I want my core values to be alive in my personal life, from my business, I've given myself a guide to say, Hey dude, this is what you stand for. You either going to break it or you're gonna make it. And if you break it, just know you're broken in own it and get back to it as soon as you can, because we're not perfect. So it's giving ourselves permission to not be perfect. That's a big part of it.

Jon Vroman ([00:50:28](#)):

Stick with when we recognize that we're not in alignment with our values and what we do to change that. I know that you are on the road a lot, right? 2000 1,880, 90 days on the road, something like that. Yeah. And then obviously a big shift for you probably in the last two years, not only forced upon you through code, right? And for many, you know, that many have said to me, probably nine out of 10, when this comes up, that the greatest gift they've ever received is this being forced to be at home, you know, forced to dial back the travel. Tell me a little bit about that transition for you because I think we can all relate to being obsessed with our work being completely immersed in our work, building something one more season that we got to get through and yet wanting to be amazing dads and husbands. How did that transition occur? What did you have to learn about yourself? Tell us about the value system and in alignment with your family. Like where did this work ultimately serve your family,

Darius Mirshahzadeh ([00:51:27](#)):

But still pretty big work in progress. I mean, I, my natural inclination is to be an addictive personality and I like being addicted to work. So even in covert times, I got crazy on my book and started working 14, 16 hours a day being stuck in the house. Um, so I'm still fighting it pretty hard. And so I stopped traveling once I, once I figured out Tim Ferris does this thing where you audit your life every January instead of doing new year's resolution. So I did that while I was doing, I said, how many days I travel in 18? And I started doing like the check check, check five, you know, the sky, like the wall of the prison wall five, right when you're counting your years. And I, and I was at a hotel in San Francisco doing this in January and I build the whole first page up.

Darius Mirshahzadeh ([00:52:07](#)):

And I was like, what the fuck? And I was only in September and I counted, I was at 120, 120 days. And then I flipped it and ended up at 192 days of travel in the year of 2018. I'll do I'm CEO of a pretty decent sized company. And I was like, this is not cool. And so, but when you travel that much, your next six months are always booked out. Right? It's like I'm booking June in January. So I, I totally threw a kibosh on like no more travel after June, unless I absolutely have to. So, but for the next few months it's still traveled a bunch. But from June of 19, until really till now I've been off the road and I ended up stepping down as CEO. I had this life change happen and then covert happened and I realized something in COVID dude, when you're like crazy like brain areas, like hardcore addicted to work, going places, seeing things going.

Darius Mirshahzadeh ([00:52:55](#)):

I mean, dude, I'm just like always having to be on the run. You're distracted a lot. And so when I, what I realized is when I came home, I always felt like I was at a deficit. And so I'd be like, all right, let's go do stuff. Right. And I'd take my kids, go see movies. And we would go see friends. And we would, you know, go, I was always staying busy and, and then COBIT hit and dude, I didn't have work. I couldn't see friends. And I was stuck in the house with the kids and my wife and I was like, dude, I didn't know what to do. And I realized that there was that I had been distracting myself with my kids. I go, I was with them, which my dad didn't do that. My dad did do just hung out with his friends.

Darius Mirshahzadeh ([00:53:36](#)):

That's how he decompressed. And I would do stuff with my kids, but it was the next distraction. Let's go to the Alamo draft house. Let's go see my friend, Chris and his kids. And it was always like, you know, they'd go to hang out with other kids, but I was like, dude, I'm I can't just be with them. And it was Tiffany. That was kind of scary at first. It's kind of sad. And then, and then it became a gift. It was the biggest gift I've gotten probably in my last 20 years was like, Oh, I have an opportunity to change this, man. What can I do to enjoy my time with my kids? So we started watching eighties. We watched Goonies. We watched

Jon Vroman ([00:54:14](#)):

Didn't you actually,

Darius Mirshahzadeh ([00:54:16](#)):

She started making food with them. I created this thing called the activity jar, where we created games and I'd go outside and be there. I basically became their math teacher, their PE coach and their movie, a friend. And we just started hanging out and it has become this thing that now that I'm back in it working

like crazy to get this book launched. And I have a course coming out and I'm doing a coaching thing with stick with the hydro CEOs. I'm like, ah, dude, I got to carve out time for the kids, man. Like my wife, I want to go hang out with them. Like I want to be there. Whereas before I, I logically knew I had to be there, but I realized I had nothing in common with them and I didn't actually enjoy my time with them. And now it's different now.

Darius Mirshahzadeheh ([00:54:56](#)):

It's like, dude, I can't wait to watch. Just add magic with my son, which is about these three girls that cook spells together. And I can't wait to watch Simpsons with the kids. I can't wait to go and swim laps with them in the backyard and play Marco polo. Like, like I'm bummed that I can't do that today. Cause it's raining. I'm bummed that I can't teach a math cause I'm so damn fucking sunk and book launch right now. I want to teach a math. You know, I never felt that way before I can bump. I can't read to my seven year old, you know, the history of the world kid series. So that's the gift I've gotten.

Jon Vroman ([00:55:27](#)):

Yeah. Well dude, it's great that you can always change. And that you're a person who, you know, is very honest about what's not going well and also honest about what you want to see happen. And I just think it's great that you know, for any of us that the next 30 days can look radically different than the last 30 days. So I think it's so cool, man. And I'm pumped about your book. Congrats again, dude, for anybody who's interested in building your core value equation, check it out there it is. You can't miss it. Pink title. I mean, dude, on that note with the pink, you got a big giant pink unicorn head behind you on the wall. Tell us about it.

Darius Mirshahzadeheh ([00:56:02](#)):

Well, so there's a tee shirt right here. And so my wife used to make tee shirts for us, for my kids every year in my young, my oldest son was like two or three and he's obsessed with, with a pink unicorns, man. He just loved a pinky pie pony on my little pony. So she made us pink, unicorn tee shirts. And I wore it to the office one day and my staff just went bananas. They were just like, this is so awesome. I'm like, all right, we're going to call upon the power of the pink unicorns to hit our numbers this month. And, and dude, it just went viral, my company. And the next thing I knew, I was putting up 10 foot tall pink unicorns on the walls and we were going to trade shows and I I'm mortgage banker dude, these are bank and I'm a banker with a 15 foot tall pink unicorn like, like, like trade show booth, giving away pink unicorn stuff.

Darius Mirshahzadeheh ([00:56:49](#)):

And it just stuck. And I was like, what it really is is this. I said, you know, our business, our wise is, is around, you know, growing happiness in the world around us and being a core value driven organization. And I said, a pink unicorn is a core value driven organization. That's creating happiness to the world and mortgage banking. And it's a mythical creature that I wouldn't says doesn't exist, but we do exist. So that's what it started as. And then when I left the business, I was like, dude, fuck that on the pink unicorn. So I took it with me, sorry guys. So that's it man. It's all about, you know, what it is now for me is it's like living a core value driven life. That's what shame for

Jon Vroman ([00:57:25](#)):

It gives me something to think about. I'm excited to keep with the book. I'm excited to define these and uh, you know, I would encourage anybody else out there. Who's defined their values to share them. I

would share them with somebody else in your life, discuss them, spread the message. If you will engage in the conversation. And I'd love to hear about it. Just shoot me an email. John Jon at front row, dads.com. I'd love to hear about your success with this model. Derrius. Thanks again for being with us, dude. Really appreciate it. Book is available anywhere, right? Correct. Amazon, all this stuff. It's also@therealderrius.com.

Darius Mirshahzadeheh ([00:57:58](#)):

All the above you can get anywhere online and the real dairy is.com. It will direct you as well.

Jon Vroman ([00:58:02](#)):

You've got some great resources available to them on the page right now for some downloads, some worksheets and some workbooks that are free resources that you can go check out pumped about this man. This is really, really cool. Yeah. Anything else you want to say about at all?

Darius Mirshahzadeheh ([00:58:15](#)):

Yeah. Look, launch day is, uh, September 15th and anyone that's buying the book, we're giving away a ton of free giveaways, including some one-on-ones and coaching and stuff like that around helping people discover a design and roll out the core values and their business and their lives. And um, yeah, I'd love to talk to people who, who want to learn more about this. I'm happy to teach them and you can hit me up@derriusattheworldareas.com as well,

Jon Vroman ([00:58:37](#)):

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

Jon Vroman ([00:59:14](#)):

And also before we go, would you like to get a short, weekly email with a timely insight? And every Thursday I send out this super three minute read with a personal photo from my own experiences as I try to go all in on family life. So if you want to get some recent relevant and real stories of my failures and the few of my wins, then text front row dads to (314) 665-1767, and you'll get our weekly insights email last on the list. Guys, if you're still looking at whether or not you should join the brotherhood and uh, 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.

Speaker 1 ([00:59:58](#)):

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 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.