

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

Gentlemen, welcome to the Front Row Dad Podcast, while it's common to hear men say family first, most guys are working long hours and finding it really difficult to juggle all the priorities on this show. You're going to hear unscripted conversations, guys, who are as committed to winning at home as they are to winning at work each week, we're going to share a new conversation, digging into the strengths and the struggles of guys, just like you and me to help us level up our dad game, strengthen our marriage, succeed in business and stay healthy along the way. If you're new to the show, I'm John Broman, married to the free spirit known as Tatyana father of two boys tiger and ocean and living in Austin, Texas. Let's get right into our next conversation. Gentlemen, today, we're talking about the dad advice project, a new book that drops June 1st written by friend Craig

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

Kessler. Who's the CEO of top golf, and we're going to get into a lot of the letters that were written to him that formulated this book. Yes, 40 guys to send in their best advice. And so today we're going to share with you some of the stories and strategies that came from that things that you'll be able to implement at home today to win in your marriage, to win at the parents end game and more. If you don't know about Craig, he was born and raised in San Diego, went to Georgetown university, graduated from Harvard business school has done several different businesses, including consulting and private equity, but landed with top golf as their COO. They've got over 20,000 associates, 60 venues, and he just put out this book that I mentioned, the dad advice project. What would you learn if you asked 40 amazing men to write you a letter, sharing their best dad advice. And that's what we're going to get into today. Guys, if you enjoy this show and you want to get a copy of this book, just write a review on iTunes for the show mentioned Craig's episode, screenshot it, send it to me. Jon Jon at front row, dads.com. And I will mail you a copy of this book. I will mail you a copy of his new book. The dad advice project was drops June 1st. That's it guys enjoy this conversation?

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

So Craig, let's start with the family. How could we not begin there? And I should mention that I was impressed when I saw, I think it was on your Instagram or somewhere. It said husband, father, and then COO of top golf. And I was like, he's got his priorities in line. That's great. I knew that we should be talking, but tell us who's at home and tell us about your crew. Yeah, happy to and thanks for having me on, uh, I've got a wonderful family. My wife, Nicole, we met when we were in high school, uh, dated on and off through college. And we've been married since 2012 and then we've got three beautiful boys. Uh Ryan's five. Connor is three and baby Jordan is one years old. That's awesome, man. That's cool. And where did you grow up? What was your childhood like? Yeah, uh, my, my wife and I and our families everybody's out in San Diego, California, or at least that's where we were born raised.

Jon Vroman ([02:59](#)):

And, uh, today we live in Dallas, Texas, where top golf is headed. When did you make the move? About four and a half years ago. Was it shocking in so many ways? Yeah, I think John had you given me a list of major cities in America five years ago and said, pick the top three are least likely to live in Dallas. Might've made the cut, but I'll tell you what we love this city. And we've built a wonderful life with some amazing friends here. What do you love about it? A few things that the culture's great there's people on there in their front yards with fires going and barbecues. It's a very authentic city. It's an unbelievable place for business because the cost of living is reasonable, but there's this entrepreneurial spirit here

that is very vibrant and it's also an awesome sports town and sports have a great way of bringing people together and Dallas sports have certainly done that.

Jon Vroman ([03:57](#)):

Yeah, that's cool. Can I guess that not only are you the CEO of top golf, but do you play, I mean, either all of this was staging behind you with a PGA stuff. For those of you listening, there's a lot of golf memorabilia behind you. When did that passion begin for the sport of golf growing up in San Diego, you almost have to try to not have exposure to golf. It was around us everywhere. We didn't play a whole lot, uh, because you know, golf was expensive and we didn't necessarily have the means to do it as kids. But I'll tell you when we, when we moved to Dallas, there's just so many opportunities to play, unbelievable golf within a 20 minute drive of where we live. And I think it's fair to say our family has become golf fanatics, even, even my wife now walks nine holes with me and carries her own clubs on most weekends.

Jon Vroman ([04:50](#)):

Wow. That's cool. And how about the kids? Where's their status on the golf front? They love it. We, uh, we actually had this awesome experience. We went to this course called blue Jack national and Houston. It's a couple of years ago and our, our two oldest, they run out of our killer minivan straight down to a bunker and they bring their shovel and bucket with them. That's great. You've got the visual, it's the guy who ran blue jacket at the time. I thought we were going to get kicked out before the experience even started. And he looks at me and he says, Craig, what's the difference between a sand wedge and a bucket and shovel at blue Jack. We want kids to have exposure to golf and feel comfortable. And so we've done that with our kids and whether they're building sandcastles in the trap or hitting balls on the range, a golf course feels like home to them.

Jon Vroman ([05:45](#)):

Is there a course that you personally have yet to play? That's on your bucket list? Oh gosh. There's a, how much time do you have, right, exactly. That's cool. What's in the number one spot or next spot. Yeah. You know, look, I think everybody dreams of having a chance to play Augusta I've I've yet to have that opportunity. Um, there are a couple other great courses out there that I'd love to get to, but, but Augusta tops, the list. What's the one in New Jersey. Is it pine valley? Pine hill. You got it. It's pine valley. Pine valley is it's a slice of heaven on earth. There's really nothing quite like it. That's cool. You know, interestingly, I lived behind that golf course. Like I used to walk past, I never been on the course, but it's in Southern New Jersey. I had even remembered the name because I've never played there.

Jon Vroman ([06:37](#)):

I just had people go, you know, somebody had said they wanted to play this course. And I looked it up and I'm like, dude, that's in my backyard. That course is in my backyard. Literally. No, no, I never played. I never played, but it was right there. It was. Yeah. So here's, here's the only other question then relevant to pine valley before you make your way into pine valley. There's it's almost like a mini theme park with a river. It's a water park. Have you been? My wife has been to that water park. Yeah. It's not a gigantic waterpark. This is like, you know, this is a small town water park. I remember her telling me she was like, I wanna take the kids. I was like, are you sure it's not a super upscale neighborhood? That the area Blackwood, New Jersey pine hill, like this area where it's located, this is not money.

Jon Vroman ([07:26](#)):

This isn't wealth. Okay. Yeah. I don't know the area too well, but I've, uh, I've seen plenty of videos and in-person once seen the waterpark that you talk about. Yeah. It's all wood. It's constructed of wood. It's like, yeah, it was built a while ago. So I hope they have a good insurance policy, but that's cool, man. Um, so Craig shout out and props to Jeff Woods of the one thing. One of my great friends used to be my neighbor now moved to Colorado part of our front row. Dad, brotherhood works very closely with Jay Papasan heads up the one thing company, great dude connected us. I listened to all of his connections and he particularly was a raving fan of yours. He mentioned what you're doing with this new project, which I've been checking out the dad advice project. You've got this book drop in words of wisdom from guys who loved being dads.

Jon Vroman ([08:18](#)):

And do I have this right? That you were seeking out some wisdom from men around you. You asked them to write you a letter. Is that correct? That's right. And it worked out so well that you decided to continue the mission. And here we are with this book. Now I'm excited. I don't have a copy of this yet. I know this is coming out. What June 1st that's right? Yeah. So this is great because I get to ask you some questions about what's inside, man. So before we start talking about the content of the book, take us back for a moment about the, why the purpose behind it. Like, so you're a solid Harvard business grad. You've got a good head on your shoulders. What on earth could, you know, go something going wrong where you just ready to level up? Like what was the impetus for the letters in the first place?

Jon Vroman ([09:10](#)):

It's an awesome question. Uh, and if it's okay with you, I'm going to err on the side of being a bit more vulnerable and just give great. So, so a few things were going on it's two and a half years ago. Uh, Nicole and I had, uh, two sons at that point and a few things happen in life. One. I don't have the closest relationship in the world with my dad. And so I felt like that was a big void. And I just crave being able to talk to people about tips and tricks around fatherhood. I couldn't do it with my dad. The second thing I realized is that there's so much content out there for moms, but virtually nothing for dads. That's interesting and engaging. I think that the third observation and the final one that I had is, you know, it's interesting. If you're sick, you could type your symptoms into web MD and figure out what's up.

Jon Vroman ([10:02](#)):

But you don't, you go to a doctor because a doctor's seen 10,000 cases just like yours and has pattern recognition. And when it came to parenting, each time we faced a challenge for the first time I found myself totally devoid of any sort of pattern recognition. So then those three things led me to asking a handful of buddies to write me a letter on how to be a good dad. That was the prompt. Write me something on how to be a good dad. And from there, the project just snowballed. And it's amazing because most guys, I find her pretty private about many things in their lives. When you ask people to open up about being a dad, it's like their shoulders drop, they smile and people light up when given the chance to talk about this sacred Rite of passage, being a dad. And I think that's one of the reasons this thing snowballed and is turning into the dad advice project.

Jon Vroman ([10:57](#)):

Yeah. That's cool. Was there moments for you where you really felt like you were failing? Like, were there moments that you just hit the pillow at night and just like what's going on? Like you just felt lost. Maybe you had total control in your world at work or maybe things were going exceptionally well in other areas, but was there any points where you're beating yourself up as a dad and just really feeling

low and what were they if they existed? First of all, I think anybody who says no, there were no moments where I felt like I'm failing. I want to meet you and understand that we need you on the show. We need you on the show. Yeah. And write your own book. Cause I can't wait to read it. Yeah. There's countless moments. I, you know, it's interesting failure. I don't know if I've ever felt like we were failing but struggling.

Jon Vroman ([11:46](#)):

Oh man. Do I? I feel like we were struggling and I think there are serious moments and there are moments of levity. I think some of the serious moments are around, you know, I've seen at least one of our boys struggle with fear of failure. And as a dad, how do you coach a five-year-old on like, dude, if you don't score a goal on the soccer field, it's okay. Like there are other things that you're really good at and learning how to conquer those tough parenting moments is something, you know, we're still going through. I think the moments of levity where, you know, through the laughter, there's also some insights. So I'll tell you one quick story. You ever had one of those days, John, where you come home from work and your wife looks at you and basically says they're yours. For sure. All right.

Jon Vroman ([12:33](#)):

So I come home from work. We had, uh, like a three-year-old and a one-year-old at the time. And my wife gives me one of those looks and I said, honey, I can tell it's been a day. Why don't you go get your nails done? I've got the kids tonight. Now just to put this in perspective, by the way, the three-year-old had just started potty training we're on like days, day four of this. So my wife says to me, if you screw this up, you realize we've got to start from scratch with the potty training again. So we've got the one-year-old upstairs in the bathtub and I hear bloody murder come from downstairs. And my three-year-old screaming. I go downstairs. He is standing in a pile of his own. And I think I promised, I promised my wife, I had this like, what am I going to do?

Jon Vroman ([13:20](#)):

So what I do, I think fast, I go outside, I get a bucket and a shovel because what else are you supposed to do? I clean it up. And then I realized, man, the house smells like Ryan just went to the bathroom in our, in our kitchen. So obviously the next thing to go do is to get raspberry scent in Windex and start cleaning the floor. As if that wouldn't give anything away. Long story short, my wife comes home and says, Hey Craig, add a go. You know, it seems like it went okay. I said, it was great. It was perfect. No issues at all. And she says, well, why actually I can hear Ryan are at the time three-year-old crying upstairs. What's wrong. So she runs upstairs and says, Ryan, why are you crying buddy? He says, mommy, it was crazy. I went to the bathroom all over the floor. Daddy got scared, had no idea what to do.

Jon Vroman ([14:13](#)):

And that the lesson there was broken, it needs to be taught. I think it is. That's funny, man. That's great. Remind me of the ages right now today. They're one, three and five real for you right now, man. Like talk to us about where you are currently in your journey. What's going well and what's challenging you right now this week in the last year. I think the thing that I'm struggling with more than, than anything else right now is balanced. And I think this is a common theme. That's come up for a long time, right? It's how do I be a good husband? How do I contribute at work? Do I keep my team motivated and really pumped up, but also be a good dad and be present? I think the iPhone or the Android, like the greatest and worst invention of all time. Like there's nothing like reading a story to your kid, you know, just

before bedtime, but really your mind is thinking about that vibration in your pocket and finding little life hacks to sort of thread the needle.

Jon Vroman ([15:17](#)):

You know, I'm trying to figure it out as I go. Yeah. What's working for you in that space of when you are finding balance, where are you finding it? You know, I think there's a couple of very small tactical things that I find useful. So when we take the kids upstairs, you know, for bed, for stories in a bath, plug the phone in downstairs, so it's physically in a different room. We'll try and find a time to do one-on-one or two on one things with a couple of our kids at a time camping out in the backyard, uh, taking them for ice cream. We've tried to build a couple of family traditions where we do certain fun, quirky things that when the kids look back on their lives, specifically this stage of their lives, they will realize not only where those fun traditions and maybe they'll pass them onto their kids.

Jon Vroman ([16:08](#)):

But they're also examples of mom and dad being really intentional about creating a family grounded in love and trust and whatever else you might care about. Yeah. You know, one of the things that I've found over the last couple of years for me is that if I'm really, really in my head about work, when I'm at home, that's like a sign that I need better systems at work because I don't trust the system. Like if I'm too concerned about the buzz in my pocket, it's like, I don't trust the system. I remember reading the book by David Allen, your Reddit getting things done, heard of it, but I haven't read it. Yeah. And he talks about how, if you are caught up in your, to do list, if you're caught up emotionally and all those things, it's an indication that you don't have faith in your system.

Jon Vroman ([16:54](#)):

But if you feel like you have faith in your system and your teams and whatnot, then we tend to have less of that of anxiety. So now when I look at it at home, for me personally, I'm thinking about what can I adjust at work that like it's a nudge for me. And it says something about that, that you're not trusting. There's something about that, that you feel like you're too important to that process. Like without you responding, it's going to break. That's really helped me a lot over the years. Let's talk about some of the advice that you've been getting. I've gotten a lot of advice the last five years with front row dads surrounding myself with guys. I mean like you writing that letter when my son was six, I realized that I wanted to start the group that I couldn't find. And I wanted to be around men who had wisdom, but who were also wise enough to know there's more to learn where we could all have this humble curiosity together about fatherhood.

Jon Vroman ([17:49](#)):

Everybody was doing something great. Right? I remember our first retreat. We had 30 guys and everybody had something to bring to the table. We got 30 guys bringing one big idea to the table and you've got 30 great ideas in the room. One guy with one idea, 30 great ideas. You did the same thing in this book, which is what fascinates me. So let's talk about in those early letters, Craig, when you got those early letters that had to have been, that was the spark. That was like, there was enough gems in there for you to want to do more of this. And what did you get? What advice specifically came from those first early letters? I would categorize everything I learned from this project into two types of advice. The first type of advice are the pieces of advice that came up more often than any others.

Jon Vroman ([18:34](#)):

And by the way, for some, they hear that and they say, well, it must be obvious. Tell me the more interesting stuff. But for me, the fact that they came up time and time and time again means we ought to pay attention. I'll give you two examples. The most common piece of advice that came up in the book is that kids need to feel physically and psychologically safe. And there's a whole bunch of tactics on how to make that happen. The second piece of advice, which again, may seem obvious to most, but not all is love your wife and make sure your kids see it because what they observe will teach them how to have a healthy relationship and how to respect women or men in some cases. So that's the first type of advice. The second piece of advice or type of advice were one-off you call them the 30 grade or creative ideas from your buddies.

Jon Vroman ([19:26](#)):

They're five or six pieces of advice in this book that are so unique and we've started implementing them in our family and it just makes a life richer. So again, I'll let me give you two examples. One example comes from a guy named Rex Curzio. And what Rex said is I think pretty, pretty profound. He said, look, we give our kids exposure to arts and crafts and forts and uh, all kinds of social situations so that when they find themselves in those settings, they immediately feel comfortable and know how to engage. When it comes to business. Most people, most parents working parents, they shut the door when they get on an important phone call because they don't want their kid to make noise or hear something they should. But recognizing that our kids are going to spend like 70% of their lives as working adults and totally counterintuitive to everything else we're trying to do.

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

So he, he opens the door metaphorically. And if he's interviewing someone, he lets his kids listening. If he's naming a company, he lets his kids, you know, be a part of that. And for me, it's very similar. I integrate my kids into top golf in every possible way I can so that they feel a part of what dad's doing, you know, seven days a week, you know, when he comes to work to pump up the team. So that's, that's one great piece of advice. I, the second I love it. It comes from a guy named Josh Redstone and Redstone has this awesome family tradition with when they do family dinner and set the table and make a big to-do of it. They've got this tradition where not just the kids, but the adults, one by one need to stand on their chairs, people around the room and they introduce themselves by name.

Jon Vroman ([21:11](#)):

They give their age and they tell the group one thing that they're thankful for. And if you unpack that, what's so cool is these kids are learning to introduce themselves, to project their voices, to practice being grateful. And in our own family, we've been doing this for, I don't know, six or eight months. Whenever we set the table for dinner, we don't even ask the kids. They prompt us and say, who's going to go first and say what they're grateful for. And our oldest kids five years old, like that's a pretty cool thing. Yeah. That's cool, man. Great visual too. I can see that, but my six-year-old would be perfect at that because he likes to stand at the dinner table all the time. I, sorry, I hear my mother-in-law say at least three times every time I've given up on the point, I'm like, oh, let him stand if he wants to stand.

Jon Vroman ([21:58](#)):

But she's always telling him to sit down is a wiggle worm for sure. That's great advice, man. I really appreciate that. I want to talk for a second about the opening, the door for the kids. Cause I did the same thing, Craig, that I used to lock the door right now. I'm looking at my door, it's unlocked. And what's interesting out of habit when I was just about to jump on with you, I went to lock the door and

then I unlocked the door because I got to that point. Exactly what you're saying. And I thought, you know, used to think about, and somebody, I don't remember who to credit this, but are your kids interrupting your work or is your work interrupting your kids? You know, like what's happening here and this idea of creating this separation and like somehow if my children walked in right now, like it would ruin the show. The fact is that if my kids walk there, it would probably make the show even better. Totally agree. I had a guest on here. I don't remember who oh, it was, oh, who was that? Hit me in a minute. But my son ocean walks in he's six and I'm like, Hey, is there anything you want to say to my guest? And he goes, what's up.

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

There is a part of me that was like, do I edit that out? As like the leader of the front row dads like, oh, this is like, this is what happens. Totally. If I had a dollar for every time, my kid, especially during the summer months, one of them jumped into a zoom call, but naked and soaking wet life. And actually by the way, I think all of us, especially, you know, post COVID or mid COVID wherever we are and whatever the right terms are, we all want to be around real people. And uh, I think, uh, ocean's comment is exactly that. Yeah, dude. So I'm point, man.

Jon Vroman ([23:48](#)):

Hey guys, quick break here to talk about a new program that we launched a few months ago and it's having a huge impact. It's called the summit series and here's how it works. Every 60 days, we take a breather from the business and focus on improving life at home. So over 12 months we take guys through the complete fatherhood journey, covering all six pillars, all of the bases to make sure that you're making progress in the areas of life that matter most now, we've all seen. And we've likely been this guy at times, a hard charging business dude who spends the majority of their hours focused on growing the business while investing in the family. It takes a back seat, you know, and I've heard the phrase, I've said the phrase, Hey, I just got to get through the busy season. Well, for most, the busy season never ends.

Jon Vroman ([24:26](#)):

And we just are one of those guys who gets to the end of their life saying, I wish I would've spent more time with my family. So to ensure that that does not happen to you or anyone in our community, we created a program to keep us all on track. It's a space to get focused on how to take our families to the next level. So here's a few reasons why the impact has been so profound of the summit series. Number one, it's a giant pattern interrupt. While many of us have been very intentional about creating habits and routines and rituals that help us to thrive. They can also hurt us if we don't have moments where we break away, take a day and see things from a different angle. You know, we all know the difference of like a five, 10 or 15 minute meeting at work where we might be able to address one thing it's very topical and where we can step away offsite one day planning session where big moves are made.

Jon Vroman ([25:14](#)):

And that's what this is for our families. We also know that, you know, it's not always about new ideas. It's about true ideas. So while we're all interested in novelty, we have to be careful of that. And we have to remember that we want the principles also that have been tested over decades and centuries. And you know, that work for not just one family, but many families. So our summits are a mix of new and true ideas that serve men. We also believe in blind spots. You know, it's one thing to go out and listen to a podcast like, Hey, you're listening to one now or to listen to an audio book or sit and read a book, but

that's one directional. You just start getting the content plugged into your head and you're able to contemplate it. And it does serve a purpose, but there's a totally different level of learning.

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

When you're in conversation with somebody who's hearing what you're saying, challenging your thoughts, getting vulnerable with you, reflecting back, giving you specific targeted ideas. And so within our brotherhood, that is what makes this summit series very different than any other type of learning that most men are getting exposed to. And lastly, one of the big reasons that guys benefit from the summit series is you're watching how other people design and facilitate conversations. So you're getting the benefit of learning from Steve Burchard, our designer and facilitator. He's one of the top facilitators in the world. And you can bring these same principles on how to host an online gathering like this, to lead your business and other groups that you care about your church groups, your family, uh, and whatever it might be. Men's groups that you're a part of in other industries. So learning to lead in this way, guys, constantly walk away and say, not only did I walk away with amazing content, but I got great ideas of how I could run my meetings, which is fantastic.

Jon Vroman ([26:52](#)):

So if you want the best for your family, then you should have the best training. And we're the first company to address this topic specifically for high performing entrepreneurial businessmen. So rather than me talking about it anymore, here's what one of our attendees has to say about the summit series. I just wanted to share some gratitude. This event was really one of the reasons I wanted to jump in to make connections. And there wasn't a single person that I interacted with who was not just on such a high level. Everyone was committed to being here, to being a part of this process, learning and growing and support each other. So I'm super grateful to everyone that I interacted with and to be a part of the brotherhood. So I'm looking forward to just taking everything to the next level with you guys. So thank you. Are you guys to register for the next summit event or become a summit series member, which I recommend within the brotherhood go to front road, ads.com and click join the brotherhood today.

Jon Vroman ([27:47](#)):

Are you on social? Like, are you on Instagram and Facebook? Do you play in those spaces? I'm so bad at social media, but I started a Instagram handle a few weeks ago. It's dad advice project, and I am, uh, I'm learning a lot as I go. Okay, well then that next question is not going to be as relevant. Well, maybe it is still because, well, I'm going to stereotype Dallas for a moment in that in some ways and in some communities, and I'm speaking now to the larger audience, right? This idea of comparing yourself against other people, comparing yourself against what seems to look and be perfect and everybody else's lives about their families. And do you get into a state, Craig, do you wrestle at all with comparison about other dads, other moms, other families, does that ever hit you? I can relate to the question.

Jon Vroman ([28:39](#)):

In fact, I'm going to come back and answer it directly in a second, but this is, I've always found that crowdsourcing tips and tricks is just such an awesome way to learn. And I remember before we had our first kid, I asked probably 20 or 30 working women for one piece of advice. And I got three things back in aggregate. One was trying to be present because you may only get to do this once two as babies don't break. So chill, like it'll all work out. And the third was, uh, try not to judge and maybe you won't be judged in return. And I think the inherent advice within the advice is that it's very easy to get into the



comparison game and it's very unhealthy to do it. And so I get it, honestly, I don't think it's something I've personally felt, but I hear people talking about it all the time.

Jon Vroman ([29:34](#)):

And how do you differentiate between competitiveness, which I'd imagined that you are and comparing. And do you think there's a gray area between those two? Yeah. Look, I think there's a time and place for competitiveness. I think one of the worst things that's happened in between my generation and my kids is this idea of participation trophies. Like we tell our kids, if you didn't win the soccer game, you don't get the reward. You gotta, you gotta go earn it. So competition on the soccer field, I think competition in certain aspects of business, there's absolutely a place for those things. I think comparing and competition when it comes to your personal life, look, the world is just a happier place when people collaborate and co-exist as opposed to worrying about who's better. And you know, my wife and I talk actively about that because when you get into this death spiral of how many likes did I get, or am I dressed the right way?

Jon Vroman ([30:33](#)):

Or did I buy the right stroller? That's a recipe for, you know, frankly unhappiness. Yeah. What have you learned through your business, through your endeavors with top golf and whatever else is in the past that I'm unaware of any, of, even through Harvard business school? Like what did you learn that has helped you as a parent? What advice could you give us from your experiences from the time and effort that you've put into developing yourself as a man, your leadership skills, your organizational skills, what about being a COO has helped you at home and where might that have hurt you also where you're like that doesn't apply. It works at work. It doesn't work. What an awesome question. You know, I think one of the things I've learned, I'll tell you a quick story. When I started here, we did a bunch of research and spend a lot of time with Disney and Southwest airlines and the four seasons and Ritz Carlton to try and understand what have these iconic companies done.

Jon Vroman ([31:35](#)):

What have they done to build these remarkable cultures? And then we looked internally at top golf and asked ourselves the same question. What's going to make us unique to keep people really pumped up and in the boat. And what we settled on is what we call our rally cry and it's that we create moments that matter for everyone. So top golf has nearly 20,000 associates. And the question is, what's the one thing we want every single one of them thinking about when they get out of bed and put on their uniform and come to work every single day. And I think that the universal truth or the human insight is that people want to know they matter. And if you can create a moment for them where it elevates their senses and they feel important or valued or loved man, amazing things will happen. And I think that insight applies at home with raising kids, with being a husband and, and it certainly applies in the workplace.

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

Yeah. How do you know that you matter, what does your wife do for you where really feel significant, appreciated, cherished, insert, whatever other word, you know, it's, uh, you're gonna make me cry cause uh, I could give you a long list and she's a, she's an unbelievable woman in probably the small things that I love the most that demonstrate I matter. So I'll give you a very simple example. We, we go once or twice a year to this unbelievable golf facility in Hawaii called Gahanna EEG. And it's like my happiest place on earth. And I remember taking a, buying a, a towel from Kohanaiki and the logo on it

just makes me smile when I see it. And so, you know, once a week, she'll put that towel next to my sink because she knows it makes me happy. Like it's a towel that I wipe my face with.

Jon Vroman ([33:25](#)):

Right. Who cares? But the fact that she knows to put that one there and not a different one, like that's just such a cool sign of, of love. I think, you know, some of my buddies ask, you know, Nicole plays golf, like don't you want a separation of church and state. Like, why do you want her to do that with you? But I think what she's recognized and I've recognized is that the life adventure, cool golf trips and vacations could create is very special. And she'll never tell me this, but my guess is she invested the time in getting to love golf because she knew what it would mean for our family. Not just because it gave her joy. And again, it's another simple example of showing that I and the boys, you know, matter to her. That's cool. What's your best round. And what's her best round.

Jon Vroman ([34:15](#)):

Ooh. Uh, her best around it. She definitely didn't break a hundred, but she successfully consumed at least three or four ranch waters, which is the Texas version of a margarita. So I was my best friend. I'm not a very good golfer, but, but I have a lot of fun. I would, I would tell you my most, uh, probably magical golf experience. There were two, one was getting the chance to play pebble beach with Nicole and some of our friends. And then the other was getting to play a really cool course in California called Cypress point with a mentor of mine, a guy named Steph Wawa, who I look up to immensely. And today Seth is the CEO of the PGA of America. And I played with him and his wife. And it was just, it was an unbelievable day. What do you love about Seth?

Jon Vroman ([35:08](#)):

What has he taught you about life? That's the real deal and he's the total package. He's smart. Uh, he loves people and he has this way of no matter how much of a frenzy the world might be in how tough the situation might be. He's got this calming effect. And when you're with Seth, you feel like you're the only person in the world. And, uh, you know, his questions are great and he just in people and I've, I've learned an enormous amount from him. So let's loop this back for a minute because this calming effect, right. Is something that I think is very important. It's why one of our pillars in front row dads is emotional intelligence because losing your cool or just a shift of energy consent, you know, my dad, I remember, could you just give me like a little bit of a look and I'd feel like super shameful and those are powerful moments.

Jon Vroman ([36:01](#)):

And I remember as a kid being like, I'm never going to do that to my kids and I've probably done it a thousand times. And so I need to, you know, I need to be better in that space, but so calming effect, you mentioned earlier that kids need to feel safe, right? That was one of the pieces that came back psychological and physical safety is so important for kids. And I've seen this show up by the way, my wife and I got into an argument a little while ago. And we could tell that my six-year-old was definitely affected by that. And I've heard this multiple times from other guys, like, they'll be arguing with their wives and they don't think it's that big of a deal, but then one of the children will come to them and go, are you and mommy going to get a divorce?

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

And it's like, cause they pick up on that like big time and that creates this. So my son started having nightmares and we were, we had immediately drew the correlation. So we doubled down on emotional, you know, the psychological and physical safety element, reassuring him that we are together and not going anywhere. And he immediately started sleeping through the night. Again, it was really fascinating. Talk to me more about what that looks like specifically for you. You know, it's such an amazing realization to step back and, and recognize that the advice is not don't fight. The advice is not don't have debates with your wife or the advice isn't even don't raise your voice. Like all of these things are very natural. It's make sure your kids realize at the end of the day, that after those tough moments, they're still deep love and connection and support.

Jon Vroman ([37:29](#)):

If I look at some of my best friends in the world, you know, I think there are a handful of them that struggle because they never saw their parents fight. And when they get right, when they get into a relationship with, you know, their significant other, and they have their first fight, it's like, oh, this must be over because they never saw what healthy debate and quote fighting looks like on the other end of those difficult moments or even unhealthy debate that then it can be forgiven and moved on from, I would prefer to have healthy debate in front of my children than unhealthy debate, but I certainly had an unhealthy debate with my wife or I'm acting like a child. And so is she. And I think in those moments, it's even more important that I, I sit down with my kids and say, I was acting out of line. Like, that's not how I want to behave. That's not how I should behave. And then I apologize to mom. I can apologize to the children. And then that you're like, oh my gosh, like that is the silver lining in that, that, that we want to go create that. I'm going to have this fight for you kids.

Jon Vroman ([38:39](#)):

Yeah. All the, all the situations will naturally emerge. You need probably naturally emerge. You know, it's interesting. One of the guys who wrote a passage for the book is his name's Mark Rolfing. So Mark Rolfing is a golf channel analyst for obviously the golf channel and for NBC sports. And he's a pretty remarkable guy, Mark and his wife, Debbie, very close friends of ours. They've been foster parents to more than 30 children. And yeah, you just think about the dedication and commitment it takes to do that. And Mark's passages is pretty special because one of the things he points out is that people often assume in order to be a really good analyst or broadcaster on television, you have to be awesome at having insights and asking good questions. And effectively what he says is talking is like 10% of the game listening is the most important part.

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

Because if you can listen to what golfers are saying to their caddies, or you can observe what's actually happening between, you know, a twosome as they're battling it out in the Ryder cup, then you can actually develop a point of view on what's working and what's not. And parenting in a sense is really no different listening is probably the most important quality or, or thing we can go do in order to then develop a game plan. And I love your story about your son, right? Because it wasn't until you probably asked questions and understood where his anxiety and fear was coming from, could you then, you know, address the issue? Yeah. Agreed, man. I think that we need to listen more. One thing that became very evident for me this past year through several, what I would consider men with wisdom who were sharing with me, that it's not you who is put here to teach your kids.

Jon Vroman ([40:32](#)):

It's your kids who are put here to teach you. I met a guy yesterday who has kids all grown and out of the house and really neat guy, really fantastic human. And I just was asking him, I said, all right, man. You know, tell me if you could package it all up in one thought about parenting now that your kids are grown. And not that it's over, not to imply that his parenting journey is over. I don't think it is. I think it's, it's in a different phase, but he said between zero and 18, he said, I had to realize that my kids are here to teach me. And that that's the biggest part, that in many ways, they're perfect. You are obsessed with putting your blueprint on them. And this is how to see the world. This is how to succeed in the world.

Jon Vroman ([41:16](#)):

And the reality is there's thousands of ways to succeed in the world and to view the world. And, you know, ultimately we need to be more an observer of their genius versus trying to like impose our genius on them, wanting to be the hero in their life. I totally agree. You know, one interesting observation and I'm sure you've seen this with, with your kids. If you're in a fresh snow, right. Kids love to do snow angels or create their own footprints instead of walking in someone else's or, you know, whenever our kids are near a lake or a pond and there's a rock nearby, they always throw the rock in the pond because they get pumped up. When they see the ripple effect that they've created. And the insight for me, which by the way, also has been a massive teaching at work in terms of leading teams of people, people so much prefer to create.

Jon Vroman ([42:11](#)):

And if you give them runway to go paint a blank canvas, as opposed to taking John or Craig's ideas and fine tuning them, like beautiful, amazing things come of it. And I think this idea of figuring out how do you create those opportunities for people to go build from scratch is just, it's such a cool way to think about the world. It's awesome, Craig. I think that's a beautiful note to end on here today, man. These have been great thoughts. I'm so grateful for the little peak inside the book. Gentlemen, the dad advice project drops June 1st, but you can, pre-order now on Amazon, I'm looking at it. Craig Kessler is my guest today. Guys, get this book and check it out. As I do for a lot of my guests, Craig, I want to offer to my audience the same thing, which is here's what I want you guys to do.

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

I want you to write a review on this podcast and mentioned Craig, and then what I'm going to do is I'm going to mail you a copy of the book. I'm going to mail you a copy of Craig's book. All you gotta do is send me your address and I'll buy the copy and send it to you. So we'll get you a copy of Craig's book. It's my way of saying thanks to Craig and thanks to you guys for listening and getting this book out into the world. Greg. Thanks again for joining man. I really appreciate you being here today and I look forward to learning more about your world as time goes on and see what other projects that you'll have in the works. But this is a cool one, man. Um, I'm definitely going to be a reader of the book here when it drops well, John, and thank you for having me.

Jon Vroman ([43:42](#)):

I'm a huge fan of, of what you're doing with the podcast and the, the mission you're on to help dads be better. Dads and kids live better lives. So very grateful for the opportunity. Thanks man. Hey, one last time. Where did they go to connect with you? What platform do you want to send everybody to? Yeah. Teach choices, go to dad. Advice, project.com or you can check out the Instagram handle, which is dad advice project. Uh, either of those love to hear from you. Uh, if you want to contribute ideas, do you want to write a letter on how to be a good dad? You've got a question. Really? Anything send me a note

and I promise you will hear back from me very quickly, Greg. Thanks for being on the show, man. Thanks John. Take care, man.

Jon Vroman ([44:25](#)):

Gentlemen, thanks for listening to the show today. Two actions to take from here. First implement one thing that you learned from the interview and number two, share this episode with somebody who values being a family man with a business. If you're enjoying the front road ed podcast, the biggest things we ever get are honest reviews. So thank you for your feedback in advance. We read all of them. If you want to learn more about the brotherhood, which is our private community of 200 men from six different countries, visit front road outs.com for more info. If you're wondering what the hell the brotherhood is all about, I'll leave you with some real feedback from guys who are active members and why they are part of our crew. Thanks again for listening to the show and I'll catch you on the next episode,

Speaker 3 ([45:02](#)):

You had this passion for wanting to find a way to make you a better parent and a better husband, just better in general. And so you develop this community of like-minded men that aspire to be better and aspire to put family first and business second. And so to me, there's no greater place. I'd rather be, you know, people ask me all the time, like if I could only pick one group mastermind organization, whatever to be part of besides my own, it's always yours and that's it. And by the way, part of that has to do with you and the leader you are and the way that you treat people and how you show up and the level of preparation that you have and the quality and amount of value that you offer. And then part of it's in the community that's been assembled and these unbelievable like-minded men that show up willing and ready to serve and to give and to share.

Speaker 3 ([45:58](#)):

And so to me, there's no better place that I can be spending my time. I look at two different things that we can be doing with our time. One of them is growing relationships and starting first with the most important relationships and the other one is growing our financial acumen and our wealth to be able to do the things that we want to do and have impact and be able to spend time with the people that we value most by buying that time back. So to me, what you do and what I do is a great marriage of what I think is most important. And I would also throw in there that health is, you know, the other component of that. And I feel like the community that you built that each of us had built is also centered around that because you talk about being a great husband, parent, that's going to come from taking care of yourself and making sure that you have the energy to be able to serve.

Speaker 3 ([46:48](#)):

And I do the same thing on a wealth standpoint because wealth to me is not just about money. It's actually about having the time and the space to have your personal health. I would take having great health over no money any day of the week, rather than the inverse of that, having a lot of money, but no house. So to me, those are like the three most important components. And to me, we're always merging those three in the things that we each do. And so I think that's why there's a lot of crossover of, you know, members. That's why, what you do resonate so much with me. What I do resonates so much with you. I joined as a lifetime member for that small little window where you offered it. I'm like I'm in. Cause I know if I'm going to commit time anywhere. This is it because it makes me a better man. It makes me a better husband makes me a better father. It encourages me to really step up my peer group

with other like-minded men so that I can be on mission on point with other people that will hold me accountable at the highest level.

Speaker 3 ([47:47](#)):

John and I met a year and a half ago with the launch of my first book. And as we were going through the interview, I began to ask him questions about the brotherhood. And it resonated within me that a community community of like-minded like hearted men that wanted to win as he was just saying at business and in life. And I'd reversed that I wanted to win as a dad. And then I'd also love to be successful in business because I feel like if I, if I look at the dad, right, who cares what I did in business, that's my legacy. That's what was beyond me, set a tribe up with a bunch of dudes going in the same direction with the pillars that are in place and the way that not only are you encouraged compelled, you're chided, you're laughed with, but you get to pace yourself, but you can get around abandoned dudes that you can trust.

Speaker 3 ([48:36](#)):

You can share with, you can grow with. And just recently completed a time with these guys. We get as fast at the start of the new year. Every day, I would tune in to the little app where we were sharing comments. And I was so impressed how you could see guys that were further down the road and things like this guys that were just starting and the camaraderie, the encouragement. So for myself, this was a total fit and I would encourage any dude. That's looking for a place where you can feel connected with abandoned guys wanting to go the same direction for dads for you.

Speaker 4 ([49:10](#)):

[inaudible].