

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

Gentlemen, welcome to the Front Row Dads Podcast, while it's common to hear men say family first, most guys are working long hours and finding it really difficult to juggle all the priorities on this show. You're going to hear unscripted conversations, 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, Matthew [inaudible] is with me. Co-founder of escape fitness, father of two, got a nine-year-old and ten-year-old and married

Matthew Januszek ([00:00:48](#)):

From 12 Matthew. I'm pumped for this chat, man. Thanks for making time to be here. Thank you so much for inviting me on I'm looking forward to it. So let's start by having you tell us a little bit about your family, because that is the core of what we're after here. Tell me, what do you love about your family and what drives you nuts? Let's just get right into it. Yeah, I'm I guess my, my family there's, my family is sort of like above me and below me in terms of the level I I'm in a family business. So I kind of, um, you know, which is good and bad. So I got my brothers and sisters and brother-in-laws and brother-in-laws so, so that's, that's an interesting journey in itself. Um, and as you said, I've got, um, I'm married with a couple of children that are also influenced by the business side.

Matthew Januszek ([00:01:37](#)):

Um, and we, we kinda moved out to America about about four years ago. So we, you know, that, that has, uh, a very, an interesting dynamic on, on the sort of family relationship, because you've got no friends or family around you to support to help, but, but also, um, you know, on the other side, you kind of you're you're, you know, the influences are very different as well. So, um, so yeah, you know, there's nothing I don't like it's, it's, it's really just, I think trying to sort of balance all the balls that you have to have up in the air when you're a sort of father business owner, husband, and to try and sort of stay in check with yourself when, you know, things are a little bit difficult and you're, you know, you're coming in you're short-tempered or bad tempered or whatever, and, and just sort of make, you know, making sure that you're, uh, you're being the best person as, as, as what you can be in that position, which isn't always easy.

Matthew Januszek ([00:02:31](#)):

I guess that's probably something that we all struggle with from time to time. Let's go short-term then, and talk about like the last 30 days, give us a week in the last 30 days, where did you really feel that you were just knocking out of the park as a dad, as a husband, as a family? Man, I think at the moment things, uh, you know, we, we, we've got through this pandemic period that children a bit off school for a year and, um, yeah, still alive and my wife and I, we kind of have we try and we don't try, we make time on a, on a weekend. We we're all very busy in the week with my wife works in the business with me as well. And, um, and so we, we make time on a Friday, Saturday evening to sort of create if we, if we can't get out, which isn't very often that we get chance to go out and have, uh, have anyone to look off for the children for a number of reasons.

Matthew Januszek ([00:03:24](#)):

But we sort of see if we can kind of recreate that, you know, going out experience at home, we've got a nice little sort of balcony area where we sort of put some music on and out. So I think, you know, a couple of the wins is being able to sort of still have that relationship with my wife, uh, as we would do when we were still dating each other. Um, you know, that in itself is not easy. And particularly when you've been married for a while, you kind of fall into the routines and then they become the wife instead of the lover. And, um, and so I think being able to sort of create that magic where you still, you know, you dress up, you're still trying to impress and, and, um, I think that's important to keep the relationships alive because when you're, you know, when you're caught and you, you know, you kind of get mad about each other to see each other and that kind of, you know, that that goes, so we have our week where we saw, you know, mom and dad, husband, and wife, and you're doing the stuff that you have to do, but then on a weekend we kind of, you know, we're, you know, we're sort of lovers or whatever mistresses or whatever you want to call it, you know, we kind of take on those roles.

Matthew Januszek ([00:04:28](#)):

So I think that for me, that's one of the things that we work hard and I'm, you know, sort of pleased about that. And then, you know, for the, for the children there for a minute, all right, hold on. So this is really big for a couple reasons. One I'm interviewing Ian Kerner coming up on the podcast and he wrote a book called she comes first, the title, by the way, should teach men a lot. Ian Kerner is this amazing author. His book has done very, very well. And, you know, I was talking to my wife about interviewing him on the show because I read his book a couple of years ago, made a big impact in our relationships specifically for my wife. And one of the things she said is ask him about how you keep the spark alive, like how you find an attraction with somebody that you are doing life with every day where you don't have that, like that new lust, that new attraction, that courtship that happens in the very, very beginning.

Matthew Januszek ([00:05:22](#)):

How do you keep that spark alive? And so I wanted to throw that to you because this has been very in the moment for me, like literally a conversation I'm having at my house right now with my wife about what that looks like. So what turns you on about your wife? What happens in those micro moments where you're like that, that gives me a spark as a man? Like, what is it? And I'll tell you I'll confess right now, my wife this morning came downstairs. She was wearing this white mini skirt that comes from Lulu lemon, that her friend Alexander gave to her. And I was just like, yes, more of that unlimited budget for that skirt. You can have as many as you want in as many different colors, but like, yes, that is it. And I'm paying attention now. And it's not just what she wears.

Matthew Januszek ([00:06:08](#)):

It's not, it's not that, but it's other things too, but I'm trying to witness what happens when I'm lit up in our relationship. So I want to know what that's like for you. So we've, we've always had some, my wife works, so I'm kind of have boss in some ways, which, which, which adds an even more of a, you know, it's not easy being married to someone, let alone working with someone that, that creates a lot of stress. Uh, she used to be my, my assistant. So, so, so yeah, like we, we kind of end the week. Um, she, I suppose is supportive of me that I've got my work head on and I'm not always the sort of, um, the nicest funniest person to be around. But I think, you know, she kind of accepts that, um, you know, we'll, we'll kind of have that period, but then, you know, I'll, I'll drop into the love mode or whatever, whatever we, you know, we want to call it.

Matthew Januszek ([00:06:55](#)):

And I think for it, you know, one of the things that we, we used to do when we was back in London and we've, we've sort of started to do here was kind of have these, you know, the, the date nights, um, whether that's inside or outside and we, you know, we'll dress up, I'll go out to Victoria secret or wherever, and I'll, I'll buy, you know, leave a nice little pink bag and I'll buy some nice underwear or some clothes and, you know, get a, buy some champagne, you know, and flowers every weekend, you know, like every weekend we'll have champagne and flowers. And I kind of, I think you have to make, like, they call these your sort of, uh, what do they call them? There's, there's, there's a term. Um, non-negotiable, and, and I, you know, I kind of made the decision that apart from, if we have like the kind of, you know, dry months, which we, which you'd every now and again, but, you know, like flowers, champagne gifts, you know, those are my sort of minimum standards, you know, and then everything else you kind of go from there.

Matthew Januszek ([00:07:47](#)):

So I think doing, doing stuff, and then, you know, that, I, I guess those are the things that you would do when you're trying to date someone, you know, you kind of buy them a little gifts and you, you know, you get the best, you know, w what do you want for drink, whatever you want. I'll get, you know, you tell me, you know, so, so you kind of, um, you know, have that type of attitude and then, you know, conversation. Um, that's one of the things that I didn't use to be very good at. Um, and so now we'll, we used to say a weekend, we'll sort of have the NRF, whereas at home when our children are young and watch a movie, which was great, but you're not talking when you're watching a movie. So we, you know, we throw out the television, we've not had one for years, and we put on some music, I'll kind of create a bit of a playlist or kind of get the lights, get some candles going, um, and, and, you know, champagne roses, and, you know, we were kind of there.

Matthew Januszek ([00:08:36](#)):

So, and it helps, you know, we're creating that sort of romantic environment. And we talk about crazy stuff. And I think one of the, one of the most interesting things that probably people can take away from this is that I, I interviewed a guy called mark Victor Hansen. He wrote a book called chicken soup for the soul, very interesting guy. And I, and I, I interviewed him and his wife, crystal, and, uh, we were talking about goal setting and they did this thing about, they used to spell, I can't remember what it was, but like half an hour, every single day talking about, um, visualizing their goals. And I had, I had them on an initial interview and I tell him, my wife, we thought was a good idea. We did it for a few weeks about, well, we did every night for about three or four weeks.

Matthew Januszek ([00:09:17](#)):

And, and, and we kind of stopped. It was quite difficult to do, you know, just talking about your dreams. So I, so I got them back on again for another subject. And I said, Hey, you know, there's obviously more to it. You know, what's, what are some of the other things in play? And they says, well, we create this really, we've got this really beautiful place room in our house where we can look out over the mountains, we've got all these soft cushions and the nice lighting. And, and so we look forward to going to that place. And then we kind of do the dreams and the, you know, the goals and all that sort of thing. So, so we, we kind of created this space. We got a couple of little balconies on our apartment. Look, we're very fortunate. We can look out over the ocean and sit there and make it look very nice.

Matthew Januszek ([00:09:58](#)):

But, but then what we do is we, we start kind of dream creating and, uh, and, and we've done it for a while now. And so, you know, some of the stuff we were kind of imagining is, is, you know, really crazy, you know, we were coming up with some great stuff. But the thing that we sort of learned from these guys was is that, you know, any, any dream has to start with a thought and then you kind of have to start building out and adding color and shape and texture and everything like that. So what we kind of do now is we start off with these, oh, wouldn't it be nice to do so-and-so and then we're actually staying, you know, we kind of getting into the detail of like, okay, well, where's he going to be? Is he going to be here?

Matthew Januszek ([00:10:33](#)):

Is it going to be there? Is it going to be near the ocean? Is it going to be big? Is he going to be small? And so now we have these like crazy sort of, I dunno, it's these sort of dreaming sessions where we're both, co-creating, you know, letting your imagination go have a few drinks. So, so, so the experiences is, is multifaceted. You know, you, you, you you're with your wife, you create a nice experience. You know, you've got nice things to look at. You've got nice things to talk about. And then your web, someone creating the vision for your future together, as opposed to on your own. So that's probably, you know, the seeds I want to still get to like where you're winning with the kids, but I need to follow the thread for a minute because this is great. I love where we're going, because I'm seeing a few things connect.

Matthew Januszek ([00:11:15](#)):

One is that your business, but escape fitness, this idea of escaping you designing either homes or businesses, and you're setting an environment, you're creating an environment and that creates a result. And I see that like your environment of what you just described about mark Victor Hansen and sitting on your back patio, these are all like, we do it in our business. We design space, we design meetings, we designed schedules. We design weeks to create and hold space for something to occur. And then we do that. But oftentimes I've failed in the past to do that at home, to create the space intentionally designed. And that's what I hear right now, even dreaming is escaping this moment into the future, escaping into the visualization and what could possibly be for your life. That's a beautiful thing, man. I really honor you for that. And I think I'm going to definitely walk away from today with this desire to create more of an environment where we can dream together.

Matthew Januszek ([00:12:11](#)):

You know, sometimes I, where I really screw it up as I call it date night and I'm like talking about do's on the schedule, or that really is just not sexy. Right. And I think, you know, like obviously it brings you together because you start to understand a lot of the depths of the other person, you know, because like you say, we've got, and we want to do this. I want to do that. When one go on holiday here, blah, blah, blah. So there's a lot of superficial stuff that you never really get Sean's to sort of explore some of the deep feelings and ideas that you can have together. And also you can kind of co-create things. Cause one of the things that we spoke about on the weekend, you know, on your own as an individual you're okay. Um, but when it, when it comes like, and we learned this from when we came to America, like my wife makes relationships, I make relationships.

Matthew Januszek ([00:12:55](#)):

And then suddenly you kind of like, okay, now it's time to sort of meet the other half. And it's almost like the sense check, how, how smart is he at picking good people, for example, to spend time with whether it's business situations or friendships or whatever. And, and so, and if you don't know anyone, then

you're left to your own devices. But so my wife is, she's very clever in terms of, she, she spots things about people on a very different level to what I do. But when you, when you kind of combine those two skills together, you've actually got one rounded person, you know, somebody who looks at maybe the emotional sides of people and their drivers, and some person who maybe looks at the logical side of things. But if you're probably still upset, if you both sort of put your hand up and say, yeah, okay, I vote for that.

Matthew Januszek ([00:13:40](#)):

Then there's a good chance that those relationships are useful. But if you think about your history, you know, we all kind of meet lots of people, whether it's in business or whether you recruit people or whatever. And, you know, sometimes you kind of get it right. And sometimes you don't. But if, you know, if you sort of put into a business context and if you both sat in that meeting and you interviewed someone and you were both aligned to say, yeah, he or she's great, let's take them on. You got, I would say, you got double the chance of being successful. Then you do it on your own. And I suppose that's really what, you know, going back in history, that's really why people change together because it was about survival and, and you're sort of combining your skills. And if you do it, you can create a really sort of interesting, exciting and fun life.

Matthew Januszek ([00:14:22](#)):

But what I think most of us do, and you know, certainly I've done it for a long time is you kind of operate on your two individual people that sort of live together. But so I'll bring out people, but you're not really tapping into those strengths that you've got as a, as a joint person. And, and through that connection, I think you actually become closer and your relationship becomes richer. And you're you reignite some of those feelings that you had when you, when you met years ago, you know, they're always there, they're just emotions by going through this and going through the struggles in the journey and let's go and do this and realizing you can do it together. I think that's really the sort of magic of sort of making, you know, making relationships work. I can't agree anymore with the fact that like, if you want to find the spark again, if you want to get turned on by any human on the planet, you know, in any scenario, in any situation, if it's business or just being lit up by a person, you have to be focused on their strengths.

Matthew Januszek ([00:15:14](#)):

You have to find, you have to be so intensely curious about what makes that person unique and different and cool. And what value do they bring. But I think that's what real, the best leaders I've ever met in the world. And when I'm feeling like a good leader myself, it's always because I'm focused on somebody's strengths and it's either on my own or my wife or my kids. I started doing this thing, Matthew and I talk about it all the time where I often will take pictures. I look, I've got them right here. This is funny. I got a stack of pictures right next to my desk, and that's one of my son tiger. He's holding up a \$10 bill because he just bought his first stock in roadblocks. You bought his first stock. And I take a picture and I write a note on the back.

Matthew Januszek ([00:15:52](#)):

And the idea is to call out their strengths in writing, you know, just a few sentences, but do it regularly. Like I see this strength in you. And I think that's really what makes it all work. You know, I think that's what makes like when I'm attracted to my wife, it's because I'm just focused on what her strengths are and we're radically different than we really are. But if I keep trying to make her like me, meaning like similar to me have the same strengths as me, like I'm unattracted to her because I'm just focused on

what's missing. And I know that sounds really basic, but like, and it's a, one of those basics that you keep going back to, and it keeps working. The other thing just to add on that is, I think, you know, you can always learn about someone and I don't know if you've ever had the situation, but I certainly have conversations a lot with, even with people that we work with.

Matthew Januszek ([00:16:39](#)):

It's like, well, you know what, I'm, what's my strength where I'm, what am I good at? And, and a lot of times people get to quite an age and I don't know, they never even find that out themselves. So they don't realize what other people can see in them a lot clearer. And I think that's the other thing that can kind of work on both sides. If somebody sees something in you that you don't, and they can challenge you and push you to become who you probably wouldn't be on your own, you know, that's quite exciting to see your partner grow and develop and to have a Stilwell like, look, they're awesome in that. And, and if, if you can, I suppose, um, yeah, be the person that's, that's gonna push them to do that. And vice versa. Then, you know, you, you kind of both growing individually, which is important because you, you know, you, you know, I think the mistake you probably make when you're younger is you try and sort of like grow together and, and end up as sort of one person without having your own personality identities.

Matthew Januszek ([00:17:36](#)):

Whereas, you know, I think it's important that you grow individually, but it's also important that you, you grow as a couple and that has that's difficult because some people grow away from each other. Cause they realize actually like this person I'm with isn't at all who I should be with. So, you know, if you can kind of, if you can make that work, man, it's, you know, it's fantastic. One of the things I think just taking my own situation into account is like how much my ego is involved 15 years ago when I met my wife. And like, she didn't even really meet the real me. She met the representative that I was creating in the world, that person I thought I should be. And as I just got tired and tired of presenting this facade, that was not really me and I was cracking away at the layers.

Matthew Januszek ([00:18:20](#)):

Then now she's left with like the real John Roman. And the question is, does she still like that guy? I can see how people can grow apart or be separate because more than adding onto their lives, they're chipping away, old programming, they're unlearning things in their life. And I think it's really fascinating. So hopefully when you get to that core, you can still find that inspiration. And fortunately we have, and I think that we've worked very hard at finding ourselves and finding the other and then finding how we merge together. So let's talk about you and your fathering journey a little bit to Matthew, because two kids, you said nine and 10 and you're building this epic business. Right. And you've got no shortage of things to focus on, but how do you feel that you're winning as a father? What's going well for you? Where are you feeling good about yourself in that space right now?

Matthew Januszek ([00:19:10](#)):

It's, uh, it's been, I think the pandemics helped me to become a better father because I used to be, we have a business in Europe, um, here, here in America, um, and previously in Asia. So, so I'll be every four to five weeks. I'll be away for a week to 10 days. And when I would be coming back, I'll be recovering, you know, be tired and worn out. And so, yeah, I think I did my best job, but it's not until I've been here and I actually have breakfast with my children and lunch and dinner that I realized. Wow. You know, and I, and I, and even, um, you know, one of the things I used to want to do for a long time is to be able to

say to, I read a book to my children before they went to bed and I just never really had the time to do that.

Matthew Januszek (00:19:49):

But this, since this has happened, I've, I've been able to do some of those things. So I think just, just being around and doing simple stuff, like, you know, having dinner, having a conversation with my children is a big thing. Um, you know, one of the things that we do, we try to, particularly at the weekend, if we're, if we're sitting together, as we kind of do a few things that we do five things that we're grateful for, for, we kind of take it in turns. And then we, you know, we started to do one thing that moves us towards that goal. So we, so they have their own sort of little goal sheet. My daughter's super competitive and ambitious even at a young age. Um, so we kind of, you know, talk about some of the things that they want and, and kinda, you know, just sort of get them to, I guess, understand about having goals and understand that things will get in the way and understand about the attitudes have when you're on those journeys.

Matthew Januszek (00:20:38):

So we, we spend quite a lot of time with that and, and that's quite good because it's really, like, they obviously see a lot of the stuff that goes, goes along with, with our business. And so these are things that we're sort of talking about on our business, but on a different level. So they can kind of understand where we are and what's going on as it relates to what their journey is. So I think that, you know, if you, if you can kind of get that balance, I don't know that balance, if you can kind of get that, um, business and family and, and, and the, it can be a growth experience for everybody. I think that's great. Um, the other thing is fitness is we're, we're in the fitness business is very important for us. So my, my children are kind of got like a little, uh, fit kids are fabulous YouTube channel. If you, if you want to subscribe, go get your kids. Describe this is a good, good support. I like it.

Matthew Januszek (00:21:28):

We'll get it in the show notes too. Yeah. Fit kids are fabulous. They've got like, I think they got 40 subscribers, which is great. So if we get them to 50, that'd be, yeah. I've, I've kind of let them mess around and put my, my daughter's figuring out how to edit stuff and all kinds of things. So it's not, we've purposely just said, like, it's your own thing. It's a, it's a, no, we set it up as children only. And so that, you know, they, you can see how creative we've got over the three years of doing it. Um, you know, getting used to presenting quick workouts together and trying to inspire people. So, so that's another little thing that, again, you know, it kind of teaches them some sort of useful life lessons to when they get older, but also gives them some responsibility because I think, you know, I, I sort of was very against having to do stuff.

Matthew Januszek (00:22:15):

You know, if my parents ever told me to do it, I would avoid doing things. So I'm trying to do things, not like just like empty the dishwasher. I'm trying to do things that will give them some fun, give them some kind of growth, but, but set them up for things that they're going to have to figure out for when they're older. So there's, you're used to it as opposed to just getting them to do it for the sake of it. So, you know, I try and, you know, we work quite hard on just, um, you know, helping them to grow, have fun, um, and, and setting themselves up for life. And then the other thing that would just, you know, they've been doing, jiu-jitsu now for about six months and, um, again, that's one of their goals and they, you know, they're being quite successful at that as well, which I think, you know, whether they go on and,

and, um, use that as something they want to do in life or not, it gives them some good discipline, workouts, respect, and, and a lot of great values as well.

Matthew Januszek ([00:23:07](#)):

So I like to feel that I'm, um, you know, sort of moving forward on some way with my children. That's cool. That's awesome, man. Do you roll it off? Are you a jujitsu guy? My wife's just died and I, I, um, it's, it was actually my goal before it was with my children, but they've all started to do it. So I'm going to, at some point this year, I'm going to, yeah. I'm going to have to get that stuff ready to. Yeah, no, but I have the same boat as you. My son tiger is doing it now, but we just bought a house that's real close to it. You did two studio here in Austin. And I think that, I mean, it's walking distance from our house, I think will I want to get involved. So I'm excited about that. That's fine. There's a part of me that wants to avoid the pain.

Matthew Januszek ([00:23:46](#)):

And then there's a part of me wants to pursue it. So I'm having conflict. Hey, on the gym note and the health note, your YouTube channel is awesome. You've got some great content there. You've got some great interviews. You really asked some great questions by the way. So props to you for the work that you're doing. And then there was this one video that I saw where I was like, I'd like to look like Matthew. I want, I saw this video, you working out. And I'm like, that's kind of what I'm after. So on a very selfish note, Matthew, tell me, what is your week actually look like? Not what do you hope? It looks like, but like, how often are you working out? What is your diet look like? Give me like the three to five minute answer. You don't have to walk me through every detail, but like how much weight training, how much cardio and how much of like, how you literally look and I'm talking about physique is just, you're born this way.

Matthew Januszek ([00:24:32](#)):

And how much did you earn with sweat in the gym? Be real with us here. Yeah. Well, I've been doing it since I was 15 and I'm 50 now. So I guess I've got quite a headstart on anyone. You know, I certainly wasn't born, um, with a six pack and that sort of thing, but yeah, I, who knows. I, I, I, I guess if I don't work out, then it, it, it tends not to stay, but it's being from a young age. It is become part of, um, it's just become part of a ritual. And as I've got older, you know, when I was younger, it was obviously great to get your t-shirt off and to use it, to sort of pick up girls as I thought, that's what they wanted at that time. Did I know that that wasn't, but, um, but I, that, that was my motivation when I was younger.

Matthew Januszek ([00:25:14](#)):

And then as I got older, I realized that, you know, health, fitness and wellness is, is, is really important mentally. And I think now there's a ton of research out about that, that connection between training and mental health. So I, you know, I, if I don't work out, you know, at least sort of four to five times a week, then I can just, you know, fairly mentally, particularly when I'm going through a tough time at work. So, yeah, I, I, um, I definitely work out four or five times a week, um, consistently in terms of the type of training I have changed that. I like you, I have a podcast and AGB a lot of people from the space and, um, it's an ongoing experiment. And as you, you know, the sort of training and nutrition you had when you was in your twenties is different to when you have your 50 sites.

Matthew Januszek ([00:25:59](#)):

So it's, uh, things are always changing, um, as we got on. But I think that the consistent part for me is I is, is, is some form of strength training. That's, that's really, really important to me. And I, I think it's, it's something that I'd recommend to anybody to try just having that, that muscle condition is going to help manage your weight and manage your hormones and, and a whole, a whole heap of other things. So I try and make sure I've got my incorporates. So whether it's body weight or weight training in most workouts, um, I used to do quite a bit of cardio. Um, I love cardio from a mental perspective because I can just put my music on. I can run basically, it's a form of sort of moving meditation really. And, um, I've come up with some amazing ideas when I've been doing that.

Matthew Januszek ([00:26:39](#)):

But I did go through a period where I was sort of running too much, which didn't work for me side. So I think now around about 20 to 30 minutes, whether that's an interval intervals or, or in one, one, one Longo, uh, works quite well for me. And I try and do that again, two or three times a week, maybe once a week, I'll go on a longer run. I'm fortunate that I live near a beach and you can get carried away and just keep running. Um, but I do think that's quite important. Um, we also, I also do like to do a lot of, um, sort of movement and multiplanar, uh, exercises. Um, just as I get older, I want to be able to sort of move like I did when I was younger. Um, so, so trying to do a bunch of stuff with bands and bells in, in, in different directions rather than the traditional machines, um, that just, just sort of helps me feel better and move better.

Matthew Januszek ([00:27:28](#)):

Um, I, I would like to do more sort of stretching and flexibility. That's something, um, is on my list. I know I need to do, um, I'm not quite there yet. So that's, um, that's an element of, of the workout that I think is important to, to incorporate into that, um, from a nutrition perspective, um, I've, I've tried a whole bunch of different diets already, but the thing that, whether I'm working at home or traveling a lot, the thing that I find works really, really well, and I'm not, I'm not plugging anything in particular here. I have a product called SU uh, squat, athletic greens and, um, wonderful product. I don't sell it. I don't make any money off of it, but I start, I always start my day and end my day with, with that. And it just kind of, it's great for my stomach kind of cleans me out and sets me up for, you know, for the start of the day.

Matthew Januszek ([00:28:16](#)):

And then I'll, I'll kind of have, um, and I've just changed this recently, but I'll, I'll sort of start with some protein sort of fairly early on in the day. I'll if I can, I'll keep about sort of 12 to 14 hours from when I finish a meal in and evenings to when I start the next morning and then I'll start with some sort of protein, um, kind of my wife and children, we all sort of, kind of eat the same thing. Um, so, so that, that tends to sort of fill me up for awhile if I don't get a chance to cook any eggs and things like that, I'll, um, I'll probably have a, make a protein shake. And then through the day I'll sort of have a light meal or maybe some fish and salad. And then in the evening, I'll, again, I'll have some fish, maybe a bit of meat, vegetables, a little, you know, fairly low, low carbs.

Matthew Januszek ([00:29:00](#)):

And that's pretty, it's fairly simple, but I kind of look forward to, um, I spend my time and, you know, getting good quality fish, meat, and, and ingredients. I enjoy stretching out really nice well-made or well-formed ingredients. And then, you know, I like my oils, chocolate oils and that kind of stuff, you know, searching out my seasonings, which kind of make the food, you know, a bit more interesting. And, um,

we can experiment with stuff and my wife and I sort of, although she mainly cooks, we just tried different things, you know, barbecuing things in a different way. And so we, so we kind of experiment with different ways of cooking, grilling, roasting, et cetera. Um, and I guess that gives the variety and the food. Some people say it's quite boring, but I, I, I, it just a plain steak, green vegetable and maybe a mushroom sauce.

Matthew Januszek ([00:29:45](#)):

And that's, for me, that's like heaven, fellas. I want to take a minute and share some of the personal with you. You know, a few years ago at the high point of my professional career, I felt like I was really struggling at home and I knew I could be doing so much better in my marriage and as a father to my two boys. So I invited 30 guys to get together and talk about how we could win at home. And today the brotherhood has grown and it consists of 200 guys from 10 different countries. And recently we decided to define our core values. What made this community so unique? Why was it growing so quickly and with such great guys and how do we want to show up for each other going forward? What type of people would we want to have join us? And this is what we came up with.

Matthew Januszek ([00:30:27](#)):

Our core value. Number one is what we call five why's. This is about authentic curiosity, and here's what it reads. We are humble. Lifelong learners searching for level 10 success within each of our six pillars. We ask big questions and we're vulnerable. When big questions are asked of us, no, no posturing, just a deep willingness to be better. We are grounded in our mission to be family men with businesses, not business men with families. We are hungry for wisdom that allows us to connect more deeply. We are conscious of our egos and choose to rise above them, suspending judgment. We want to see things from a new perspective, aware of our blind spots, facing fears. We see failure as feedback. We choose growth value. Number two, we call this one lead domino. This is about intentional execution. We take massive action. We believe in deliberate participation with full presence.

Matthew Januszek ([00:31:18](#)):

We show up step up and speak up. Our calendars, reflect our priorities, making time for what matters. Most decisive focused. We are conscious and calculated. We make moves that are efficient and effective. Creating with confidence, intentional routines and rhythms. We believe in building momentum through healthy habits, aware of our core values. We apply our true strengths and stay in our zone of genius. We are men of our word. We honor our commitments, no excuses, no time to waste all in engagement now. And finally, number three, we call this one rising tide. This is about communal drive. We believe in the power of unified and aligned strengths, creative cooperation, and collaboration team effort. We honor our ethos of engagement to build true connections, respect, trust. We believe in diverse opinions and inclusive conversations, freely sharing our best resources, helping each other. When we are the source, we believe in community challenges that drive healthy competition legacy and seven G impact band of brothers.

Matthew Januszek ([00:32:19](#)):

Everyone gives more than they take. We prop each other up through unconditional generosity together. We go further faster. Now, listen, guys, if those values resonate with you and you're considering joining the brotherhood, here's what one of our members has to say about their experience. I just wanted to say that one of the reasons that I'm part of frontal dads is that just knowing that I'm part of this group helps me holding myself to a higher standard. I started out today saying that I wanted to get involved

and outside my comfort zone, even though the language barrier. And I wanted to just thank all of you for being a safe place to be outside of the comfort zone. And also, especially to just for holding me accountable when we were on the team now, and the one from the team was supposed to share what we've been talking about. He just pointed at me and said, you asked for it. So this one's on you. And I like the fact that I'm being held accountable. I'm being held to a higher standard. That's why I'm here, man. The time is now to pour into your family, no matter how great you are at fatherhood marriage or 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.

Matthew Januszek (00:33:46):

Do you think that you're doing anything that's just radically different than others that are passionate about the fitness space? Like you, like you take all 30 of your favorite people that are all fairly healthy that are all high achievers. Like, is there anything you're doing? That's just a little bit odd that, you know, they kind of shrugged their shoulders. And is there any habit like that? That's just strange for you that doesn't fit the mold of like, Hey, everybody works out. Everybody has healthy food type of stuff that looks like you do, or that, that makes it a place to be passionate about. I guess it depends who you talk to. Like some of my friends, you know, when I tell them they're like, they freak out. It's like a very different diet, I guess when I'm with a lot of the people that I talked to and within the fitness space, you know, they all kind of eat a little bit weird stuff and weird diets and try, you know, different types of partial fasting and things like that.

Matthew Januszek (00:34:37):

So I suppose I see those things as normal, but I think the main thing, like in any, it does, it doesn't have to be that complicated, I guess, you know, when people saw that, but as you know yourself getting that food and your exercise, right? Particularly the food part is something that most, a lot of people struggle with. Otherwise, if I didn't, they wouldn't have issues with weight. It's your food, it's what you stick it in your mouth. And so I would say it doesn't have to be that difficult, but if you're not working out, if you're not sleeping and resting, that is going to affect the kind of cravings and the type of foods and that, that you want, um, in a, in a, probably in a negative way. So I think if you've got your exercise and your recovery, right, and that is difficult to do, but if you, if you get those two, right, and then have just simple foods, you know, keep logging your carbs, don't eat processed.

Matthew Januszek (00:35:28):

And, and that kind of food, you know, fresh ingredients, try and cook it fresh, you know, stay light on all the, all the additives and, and don't eat too much. And, and, and, you know, maybe at the weekend, you know, have a bit of chocolate or ice cream or something like that, but don't do it so often. Then you can't really go that wrong. If I write, if there is some cool supplements and things that come out, that people I know have done, then I'll give it a try. And if it works, I'll build it into my sort of diet. If it doesn't work, I won't, I like things that, um, that you're able to commit and stick to. So make it a habit because, you know, if you have something and then you go on holiday or you traveled and you can't do it, and then you end up coming back and you've lost it.

Matthew Januszek (00:36:07):

So it's gotta be stuff that you can fit into your lifestyle. It's a beet root powder. I'm not sure about that. I've not tried the powder. I like, I used to eat a lot of beet root and Sam I've heard that they should get stuff taken that, like, I think it's even in some of the pre-workouts right. Do you know Dr. Amy Killen?

She does regenerative stem cell work and human optimization. She's really a fascinating person. I'm gonna interview her on the show recently, but I was at a friend's house and she was there and we met in person and I was talking to her and then I started watching some of her content. And she got into this idea about nitric oxide in the body and how after 40, what you're producing and how your blood is transferring oxygen to the muscles and whatnot.

Matthew Januszek (00:36:51):

It got me thinking about the performance in my life and the cardio that I once had when I was running a lot and what my cardio looks like now at 45. But dude, I started beet root powder. There was two things that caught my attention. One was just higher performance in physical activity, which I was noticing a decline for me. And so I wanted to figure out what that might be. And this whole idea of nitric oxide became very fascinating. But then also literally like what type of erection you have was also like the big claim behind this. So I did beet root powder for a week and I was like, my wife and I were, we were having sex that I was like, this feels different to me, does this different to you? And she was like, definitely. So I just wouldn't tell you if I could buy stock and beet root right now, I would cause I'm going to be talking about it a lot.

Matthew Januszek (00:37:38):

But that was one supplement. Has there been any supplement like that for you where you're like, look, I don't think this is in my head, no pun intended, but like, it's not just a mental game where it's supposed to be good for me, but like, you really feel like you physically felt that there was so many things that are like, I know kale is healthy for me. If I add a kale to a shake, I don't think I feel it. And over the course of the week, like I got, I really felt that kale this morning, like it's not that, but this beet root powder from a performance aspect, literally in the gym and in the bedroom, I felt like in seven days I found an impact. Have you ever had any supplement like that for you? I do try a number of things. And the reason you said it is, it makes me think because I've, I've, I've been taking this pre-workout thing, um, by Jim's to Pawnee and I believe it's got that in there.

Matthew Januszek (00:38:26):

And so when I've been taking that for about three years now, so when I, when I took that, then, you know, I had a friend who thought I was on steroids because we did this, uh, we did this Maya zone challenge for a month where you had to kind of build up a certain amount of points. And I could just like, you know, I was like a rice or so got I what's what [inaudible], it's quite good, but yeah, that's something that's, um, affected, but it does the same thing. I think it opens up your, um, your vascular system allows more blood oxygen and nutrients to move through. And so you get that difference in performance, whether it was just out. I don't know, but yeah, I feel amazing on that one. That's for sure. Um, and, and there's no real side effects. It's, it's called, uh, there's guy called Jim [inaudible] is his pre-workout and I've tried a bunch of them.

Matthew Januszek (00:39:13):

Cause some of them are not very good. And you know, some of them give you like a re get you buzzing and give you a terrible sort of drop where this one. So he tells me it's, it's just natural ingredients. Um, and things like beetroot, et cetera. And, and you just kind of, you know, you just take her off, but when, when you're in the zone, then, you know, it's, it's awesome. Um, so yeah, and I didn't use to, I didn't use to like, and try pre-workout. So I was against them, but I, I interviewed him and he, he kind of gave me the lowdown, all that, what people use and what they fill them with and that sort of stuff. And I brought

it in, I've been hooked ever since let's stick on that path for a quick second. So you've done all these incredible interviews.

Matthew Januszek ([00:39:51](#)):

Again, I've really enjoyed your channel. We'll link to that in the show notes at, from her dad's dot com, but Matthew of these incredible guests that you've had, and I'm tempted to start telling you, like what I liked about each of the guests, but I really want to know from you who have you had on, or what have you learned in the last year or two that has been interesting or different or unique that really just, that was a massive value added in your life? Who and or what came from the shows? Yeah, I, I you've, you've been doing these for a while and I'm sure you'll sort of connect with this, but so many times I'll have an interview and then I might talk to my wife and I, this, this is amazing, you know, like, but so to answer your question, like, I've not really met anyone where I've not had at least one take away where I'm like, I should be doing this in my life.

Matthew Januszek ([00:40:37](#)):

And, and I suppose when you, and this is what I love about podcasts, because they weren't around, you know, well, they weren't around that long ago, but the amount of information that you can use for running provided is amazing. But I think what, what kind of happens is that you sort of take for granted, like you learn this thing and it's like, okay, now I learn, I know it, I'm doing it, it's there. And then you learn another thing and then you kind of layer these things off. And I, if there was some way that you could kind of take a picture of yourself at those different stages to see how you develop it would be phenomenal. So it's very difficult for me to know, um, because I've been influenced by all of them, but, you know, just simple things. Like I interviewed a guy, uh, just last Friday and he, he, he, he did a section on, uh, raising money for business and how to do it and why to do it.

Matthew Januszek ([00:41:24](#)):

And, and so for me, I'd been, I've been thinking about this, you know, how to grow and scale. And we we'd always self-funded our business. And I was always, you know, when I was on podcasts, I always said, look, that's a much better way to do it and getting other people's money, but he kind of ate really educated me. It was very successful. One of the biggest product, fitness franchises in America, a couple of hundred clubs, I think, and, and so done very well. And he opened my eyes for a different way of doing it. And, and it just totally shifted, changed my belief system. And now I'm, you know, the door, all these doors have opened that I wouldn't have even considered. So that was one example. What's the old belief, what's the new belief with that? Well, the old one was, um, but it was, it was great to go out.

Matthew Januszek ([00:42:05](#)):

You know, if you wanted to start a business, I was always the impression of look, you know, starting organically. Like I did learn bootstrap, the business, learn the ropes, because if someone gives you money, you're not going to get those lessons that you have. If you have to try it yourself, which, which I was pretty sure that was correct for a long time, but he said, well, think about it another way. You're going to have to learn those things anyway. Okay. So if you fail, you're going to fail as a bootstrap company, or you're going to fail as a, as a funding company. But if you succeed, you're going to succeed 10, 20, 30 times more. If you've borrowed money than if you do it on your own, you know, your, your potential growth is going to the trajectory is going to be totally different.

Matthew Januszek ([00:42:49](#)):

So he said, look, if you're going to do it, come up with a great idea and go and see if someone can invest in you, um, because you're gonna, they, they just, there's going to be so many doors open. And, you know, that was something that really, um, really hit me in quite a profound way. And, um, and so now I'm just sort of exploring options on that front. Um, the other one I was going to say is, there's a guy called Richard Kosch, I'd recommend looking at his books. He's got two, he's got one which is called the 80/20 principle, which is based on the [inaudible] principle. It's about doing less, but achieving more. And his other book is he did a, he's recently done a book where he's, um, he's, he's spotlighted on sort of 10 of the most influential and successful people in history.

Matthew Januszek (00:43:32):

Like everybody from Winston Churchill, Madonna, adults, Hitler like everybody. And he's looked at what I've made people, not, not just successful, but extraordinary success. And so I've interviewed him. It comes out in a few months, but it was really interesting. He he's been very successful himself, but he was really interested in his idea about, I think the two books are linked together, but it's about doing less. But understanding those areas that if you focus on them, how much better you can do than anybody else. And, and, and all these people that he modeled, one, actually that talents, even Albert Einstein, you know, I didn't realize how much of a failure he was. He didn't even go to university. He went to something called a Polytechnic, which, which wasn't a particularly high university. So, so you think of this, guy's a genius. And if you look at his district is like, no, he was actually a normal guy, but he hit on a few things in the right way in time.

Matthew Januszek (00:44:27):

That that was just, you know, kind of gave him this unbelievable success and not off Hitler, great story about him, Winston Churchill, um, or all these people that he focused on. Um, you know, Mary Curie, it was just really interesting. And so for me, I guess there's a father entrepreneur, and someone told me about this principle, even with your wife, it's like, and with your family, it's like, well, what, what are those, what's that 20% of things that are going to move the needle with your children, with your wife? You know, probably, you know, as much as your wife would like is to keep the kitchen clean or the boss and clean all that sort of stuff. It's not going to move the needle. You know, they, they could have many guys a great around the house to keep it all clean and tidy, but that isn't, what's going to sort of change it to a remarkable relationship, but there could be other things like, like we talked about at the beginning, you know, your, your sort of romantic evenings, or you build a really nice bag with cushions where you can just lie on and look out and watch the sunset or whatever it is, you know, it's those things that 20% of stuff that can make the big difference, I guess, the tricking life business or relationships is working out well, that 20% is that's the type of comment where I just start immediately thinking about what that 20% is for me.

Matthew Januszek (00:45:42):

And that's also the type of thought that it's not about always learning something new, but about remembering. What's true that a lot of times, especially in this space, you're always chasing like the new thing, the novel item, which we're programmed to want to see what's new and appreciate that and fail to oftentimes recognize the power of the truth that, Hey, that worked in the past. But when we look at business and we look at life, you can gain as much from like what could happen in the future as to like, look back at the last 11 years and ask yourself, when did it work when your wife was most lit up when your kids were most engaged, when you were Mo what was happening and then let that be the guide for you about what could potentially happen going forward. Very cool. Right. I know we're up against

the clock here and we have just a little bit of time left, but Matthew, I want to ask you about brotherhood.

Matthew Januszek ([00:46:27](#)):

I want to ask you about friendship and people in your life that you get a chance to really go deep with. I mean the front row dads, brotherhood is all about relationships first, then sharing the resources that come through those vulnerable, open real conversations that don't typically happen at a backyard, barbecue. And like, and then hopefully getting the result. And one of the results is like we know our kids, our kids know us and we show up for our families. We show up in our marriages, we show up for our families that is at the core of who we are for you. Who or how does brotherhood played a role in your life? And maybe you could speak to a specific person. Maybe you could speak to a specific framework or a belief that you bring into it, but how do you find that real brotherhood for you and how important is that in your life?

Matthew Januszek ([00:47:15](#)):

Yes, it's a great question. And I think I talk about it with friends and even my, my wife quite a bit. I think, you know, if you think about your real close friends, um, and, and, and this is a, this is generalization. So, um, you know, listen, hear me out, but a lot of those sorts of deep friends or people that you made when you was quite young, um, you know, you kind of think back to somebody it's very, very rare that you have, but I've met anyone. That's had a super close friend that they've met within the last 10 to 15 years. You know, if you're sort of, you know, our sort of age is around in their forties, fifties, they tend to be people from a long time. And there's probably a reason for that. And those reasons that when you are at that stage in your life, you, you know, you kind of, you, you were young, you had all these dreams and you were honest on a journey together.

Matthew Januszek ([00:48:03](#)):

And you, you know, you have probably had relationships where you both failed and you helped each other out, or you, you know, you had all this stuff in life and you together as, as, uh, you know, friends, you, you went on a journey, you experienced things. And through those journeys and you probably fell out and you probably even had punch ups and all kinds of stuff, but through those journeys, you kind of, you both became different people. And so I've got, you know, I've got a friend who like that I met when we were 17 and we, you know, we worked in the different industries together. We did all kinds of fun and crazy stuff. And, and so, you know, he's still back in England now, so we don't speak very often. And we, we probably text each other every few weeks. And then when we speak, it's just like, we hadn't, you know, we've only seen each other yesterday, but I think as you get older, you sort of lose that.

Matthew Januszek ([00:48:51](#)):

And I, and I think, you know, particularly in the world we are today, you know, even conversations like this, it's nice to talk to another guy about that other guys talk about. And, but, you know, got a little bit under the surface to say, yeah, you know, that's kinda my experience. And then to hear what someone else says and, and, and to be pushing each other, you know, it's like, you're doing something on my side, I'm gonna think or explore that and you hear something. And so you're sort of both on this journey where it's like, look, we want to be better versions of ourselves. You want to be better dads, husbands, business owners, et cetera. And, and we're sort of, you know, we, we're trying to escape our own limits. So I'll use that term for myself, but we're trying to escape probably what is the sort of life that we're not happy with.

Matthew Januszek ([00:49:35](#)):

It we're not satisfied because we want more out of life. And so finding those people as you get older is a bit more difficult, um, because, you know, unless you happen to be lucky that somebody moves in next door to you through proximity, which doesn't always happen, you, you don't always get those people that have got those same ambitions. Sometimes it happens by accident. Sometimes it don't. So I think if you can kind of gain through a network or community where somebody is bringing those types of people together for you and, you know, similar people with similar kind of values or from a SIM, not necessarily, you know, you're probably all different, but you're on a similar journey and you can share those experience. I think that's very, very valuable, but it's not easy to create yourself. And I moved, as I said, I moved my family to America four years ago, and it's taken us a long time to sort of find those types of relationships.

Matthew Januszek ([00:50:28](#)):

You know, in fact, I'm always been a little bit, well, I don't want to get too close because I've, you know, my wife and my children are first. So if I'm going to spend time with you above my family, it's gotta be worth it. You know, that's, I've only got so many hours in a day, so I'm not, I'm not gonna invest in you as an individual as a couple, not because I don't see anything in you, but I'm trading some really quality time and my wife and that champagne, which is very compelling for me than seeing chatting about something I'm not interested with someone else. So I think, you know, that's what you've got to find is like, you know, is these people a couple, can we grow and enrich our lives by being together? You don't want any in those relationships. You don't want anything that's going to bring you down.

Matthew Januszek ([00:51:09](#)):

It's gotta be five star, high quality, high octane relationship, and then it's worth doing. Um, so I guess to answer your question, yes, it's important, but it's difficult to get. And I suppose if you can be part of a, you know, you can invest in a community where someone's doing that in some ways and orchestrating in for you because you've got other stuff to do. And then I, I think it's great. And I think it's an important part for us as men, to be able to have that, to kind of just to be better people who we are, you know, so when we are back at home, if we've had a tough situation, so, okay, I've offloaded that I've got over, I've vented. I've, I've spoke to someone I'm not unusual. I am fairly normal and now I can come home and be who Matthew is.

Matthew Januszek ([00:51:55](#)):

If that makes sense, well said, man, in our four minutes that we have remaining, you can manage your own clock. I don't have a hard stop. You can take as long as you want for this one, Matthew, but I really want to honor your, the idea of escaping and escaping your limits. And it really got me thinking, just that phrase. I really like that your podcast title, what does it mean to you at a very personal level and, you know, invite you to just go as deep as you can here and let us see your heart. It's like, what does this really mean to you to, to escape your limits and take that any direction that you want. And it said, take as much time as you want. I know that you've got four on your calendar, but if you got to keep it to four, I respect that.

Matthew Januszek ([00:52:37](#)):

But this is the final question, man. What does it mean to escape your limits to you? Yeah, well, on a, on a simple level, it's, for me, it's always been about escaping what me or other people have believed is impossible and gone on to make it possible that that's like, I guess the essence of the idea. And I think

it's a very personal thing to me because as I grown up and still growing up, really, even at this age, I still feel like the kids to be honest, but I believe that a lot of the things that I've been frustrated and challenged over in terms of kind of where I feel I should be, I spent so much time thinking it was about other things out there. Um, other situations, resources, right. Time, right place or all those kinds of things. And I'm really the more I sort of study this and I do study, um, I'm, I'm sort fascinated with personal improvement and personal development and it can take a long time, you know, you can hear one message over and over again, said by many, many people, but it still doesn't seem to sink in to, you know, in, to your brain where you can actually use it.

Matthew Januszek (00:53:41):

I think you've got to, you've got to continue to focus on it and spend a lot of time with, but I think it's about realizing that, you know, you are your own limit. And I think when you explore that and, uh, and I think this is where, you know, coming back to some of the early things you said, when you, when you're having these conversations with someone like a partner that you've really created, uh, a good bond with, um, is, you know, together, you you've got the ability to create anything that you want. Um, and I know that sounds really sort of corny. Um, putting that into practices is a totally different story, but if you can sort of start with the image or the picture of an idea, then there's no nothing to stop you achieving it. And I, we have this product called the tire.

Matthew Januszek (00:54:25):

It's a, it's this big, it looks like a, in fact, it's in, you could say, if you can see this picture, big, big red and blue collar tires, and we sell it to gyms. And, and I, it was an idea that I kind of came up with a friend of mine many years ago, and it went really it miss this, this, this story works very well for me, whether anyone will make sense of it. I don't know, but it was very powerful for me because I remember the day clearly where we're standing in, in one of our offices back in England on this high table. And there was three of us there and we had this chat and this guy was telling me about how people were using one of our products. And in that moment, we sort of, in our minds, we created a visual.

Matthew Januszek (00:55:04):

It was, you know, it was colorful. It was like a tire, but it was soft and foam. And in that moment, we sort of visualized and imagined something that didn't exist. There was no prior art or anything. We collectively reimagine this sort of soft tire now. Okay. It wasn't that innovative because it was essentially a, a rubber tire that everybody has, but he had a particular purpose and it was made in a particular way. And then what we did over a period of 18 months is that we brought that picture in our minds into reality. We made samples, I put them in a gym, you know, it kind of worked, but it didn't, it was too flat. It was, it was making all this noise. And, but, you know, when I saw the first sample, I was like, wow, I'm excited because I could see this.

Matthew Januszek (00:55:48):

I remember calling my brother and saying, this is going to be a really great product. And then, you know, we, we developed it and found different manufacturers and all that kind of thing. And now, you know, w probably over the years for so hundreds of thousands of dollars worth of this product, maybe even more. Um, and so the point I'm trying to make is that all that was, was just a silly little idea that we came up with having a chat around the table one day. Imagine putting that power into something that you spend, like, let's say three or four months, maybe even four weeks during, and you're doing it with

another person. But on top of that, you guys are committed to say, well, like when we make this picture within our own capabilities, we're gonna give it our best shot to bring that picture into this world.

Matthew Januszek ([00:56:35](#)):

We may fail. We may just fall on our nose. We may never happen, but together we're going to continue to do everything. Cause we like that picture. And if we could ever bring that into the real world, wouldn't it be a great story, you know, that sort of thing. And then just have the commitment to try and move it forward. Then, you know, for me, that's escaping your limits. And, and I think, you know, people talk about visualization and manifest stating anything and I, all these crazy words, but I think it's just, it's not that difficult each stage just within our minds, we've got an imagination. That's obviously there for a reason. And if that imagination can be focused upon for a long period of time consistently with a couple of people, and then with the intent of bringing that into the real world, I think you can achieve pretty much wherever you want.

Matthew Januszek ([00:57:26](#)):

Well, Matthew, I, um, I didn't see that coming today, this idea of the imagination and the dreaming. And, but I yet, I feel called to want to go bring a little bit of this spirit back into my family, into my next date day or date night and my next, you know, breakfast with my children to reignite this dreaming piece. And we have a retreat next week in the Florida keys with some guys. And one of my best friends, John Kane, I was asking about some questions that we might want to pose to the group. And one of them was around dreaming. And so thanks for reigniting this within me, thanks for bringing that to life, because I think it's always important to go back to understanding your dreams and the dreams that the people that you love, the most, your family, and also what you're, co-creating your shared dreams.

Matthew Januszek ([00:58:08](#)):

I think it's just a really beautiful place that we landed today. So thank you for this conversation, man. I appreciate it, guys. We'll put all the links to Matthew's work and his companies and all that stuff in the show notes. Matthew Jenny's deck. Very cool. Last name and Matthew, thank you again for just opening up, being here, being real with us and honor what you've built. I honor the transitions that you've intentionally set out for yourself to move to the states, to build this business to continually at age 50, have these realizations and to be open-minded and be curious. I can sense that youthfulness about you. And I hope that I get to get a chance to continue to learn from and with you in the years ahead, you're a really interesting person and, uh, I'm excited about what the road will possibly bring as I follow your journey and maybe even crossed paths with you continually. So thank you for being here, my friend, thank you very much. Thanks for your time today,

Jon Vroman ([00:59:01](#)):

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 ad podcast, the biggest things we ever get are honest reviews. So thank you for your feedback in advance. We read all of them. And if you want to learn more about the brotherhood, which is our private community of 200 men from six different countries, visit frontroad.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 ([00:59:38](#)):

You have this passion for wanting to find a way to make you a better parents 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 ([01:00:34](#)):

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 have 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 ([01:01:24](#)):

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 brain 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 resonate 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 my 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 ([01:02:23](#)):

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 want 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, 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 ([01:03:12](#)):

You can share with, you can grow with. And just recently completed a time with these guys and get as fast and 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 in the same direction for dads, for you.