

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

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.

Speaker 2 ([00:00:47](#)):

[inaudible]

Jon Vroman ([00:00:47](#)):

So brother, your book is killing it. Congratulate.

Jesse Harless ([00:00:51](#)):

Thank you. How does it feel to get the stories out into the world and be getting the feedback that I know that you're getting right now? I mean, it's surreal. I mean the, this book is my whole story, so it was very vulnerable. I shared the parts about myself, my family didn't know and they certainly talked about it afterwards. So yeah, it feels really good to just get it all out there. And then, but not only just write a book about my story, give a toolkit where someone can actually take action instead of just having a memoir, which is fine, but I wanted to have, make sure I want to make sure that people can take action. So it feels really good and it feels really raw. And I think that's what people are responding to is the rawness. And because I think at some level, every person has, has experienced trauma has experienced addiction.

Jesse Harless ([00:01:36](#)):

So I think it's just hitting people at the core, especially after what we just went through in 2020, well, Johnny Kane calls me and says, dude, you have to have you read this. You have to read this. Everybody should read this. It was such a cool message to get from him that day. When he called me, I had dug until about the first 30 pages, 50 pages or so, and I was really blown away. And then I was talking to Mike McCarthy and he said, he read your book in one night. He couldn't put it down. And then I remember we were standing there and he said, it's really well-written. And then he's like, no, like really? Well-written like shockingly well-written. And it's just for me to man. It was, uh, it was a surprise, not because I thought Jesse's not going to write a great book, but anything that's that good comes as a pleasant surprise, anytime that you ever even from somebody who's knocking it out of the park for the second or the third time in a book you're like still impressive to knock it out of the park again.

Jesse Harless ([00:02:35](#)):

And I was very happy for you and very happy for all the people that are being impacted by the book. For those of you who are meeting you for the first time, let's back up for a quick second. So you have found a leadership role in the addiction, recovery and mental health space. And boy, there has never been a more important time for you in the world than right now with this, especially the statistics of addictions and the mental health that's been shaken around the globe because of what just happened over the last 12 months with COVID. So your story is really well laid out in the book, and I'm going to tell anybody

that if they want the full story, they should go get the book and read it, but let's take a little, let's set the stage a little bit and tell people, how did you get into the addiction, recovery and mental health space?

Jesse Harless ([00:03:23](#)):

Let's take a walk through the journey a little bit to give them a taste. Yeah, sure. So I like to start from the beginning, which is basically, you know, at four years old, there was an adverse childhood experience. Let's call it. And it was my dad. He was an alcoholic. He was in the army during Vietnam, he got addicted. And when he came back, he got sober and tried to go to meetings. He relapsed and, uh, back into cocaine and alcohol was in an accident, was in a coma for 22 days. They were going to pull the plug, but he made it through with brain damage. So I lost my dad at four. And so because of the brain damage, we didn't talk from four to 20. So, but what happened to me at that time, there was an imprint left at four, that there was like a deep shame that I caused it at some level, uh, even if it was subconscious.

Jesse Harless ([00:04:07](#)):

So that that theme would play out throughout my life where I feel like if I get close to you, you're going to abandon me and still happens. Now, if I'm not checking in with myself and doing the deeper healing, but so that happened. And so there's a series of events that would happen where like at 11 and 12 years old, I say my first drug was fantasy because what, 11 and 12 years old, I found internet pornography. I found online games and that became a way to numb out. It was a way to numb out when my best friend moved across town. And I felt like he abandoned me. So there's these ways I've found to numb out. And so I didn't start picking up drugs and alcohol seriously until my first semester in college. So high school was really traumatic because I was stuck in this wounded self.

Jesse Harless ([00:04:52](#)):

I was stuck in this self that was self-deprecating severe anxiety. And so even though people weren't thinking what I thought they were, even though I was bullied at one point, it wasn't as severe as how my wound itself made it out to be. So by the time I made it to college, it was just fertile ground for me to just take in everything that was offered. And, and that's what happened. I hit every jackpot that first semester of college. I don't know if you could hit any more. I got arrested by a state trooper and charged. I got in trouble in a dorm and had to take alcohol classes. I failed all my classes. I got caught for plagiarism. I mean, I don't know if you can do much more damage in two months, your first two months of college. So I filled out a school.

Jesse Harless ([00:05:32](#)):

My dad passed away a year later, even though I didn't have contact with him, he died of alcoholism. So if you look at his death certificate as cause of death alcoholism. And so when that happened, that same night, I picked up cocaine for the first time and that became a love affair right away. I felt loved. I actually thought that's what love is supposed to feel like. And so that's what I chased from there on out. And then a couple of years later, it all came to a crashing halt because I found a way to a prescription opioids, myself and unlimited quantities delivered anytime I wanted. And instead of going to the streets to find it, I was getting it delivered. And eventually I got caught. And at 22 I was facing federal crimes and hence finding recovery forcefully and thank God and starting the journey of recovery 15 years ago.

Jesse Harless ([00:06:18](#)):

Yeah, dude, I'm so happy that you're healthy and that you're, that you're leading in the way that you are right now. You and I met a number of years ago, uh, for the audience, a, the story here for Jesse and I, and man, you've been an impressive person ever since we first, you know, had a chance to connect and watching you grow, learn, take on this entrepreneurial endeavor for yourself. And it's been fun to watch man, a real honor to have a, uh, an up close seat to your life. I'm so happy for you. You're a great model for somebody that has found discipline and healthy habits. Your book is filled. The second half of your book is filled with the practical strategies on how to get yourself into a better space. And then you also dig into their cold showers. So I was thinking about what I want to talk to you about today and the road to recovery and how all of us are facing some type of addiction.

Jesse Harless ([00:07:18](#)):

Whether it's we're addicted to our work or addicted to you could be addicted to silence and being alone, you could be addicted to your children. You could be addicted to, right? You can have an unhealthy relationship with so many things. And yet you found these interesting ways to break out of those addictions. And one of them is a cold shower. How on earth does that relate to recovery? Yeah. So in 2015, a friend of mine in recovery came to my house and said, you should start taking cold showers for 30 days. And he wasn't even taking cold showers. He just told me to do it in December 34 degrees outside. And I'm like not going to do that. But you know, for our friends that are closest to us, get to know us well. And he knew I had severe anxiety that I didn't like to talk about.

Jesse Harless ([00:08:02](#)):

And that was a 10 years in recovery, by the way. So he just said it because that's what his intuition told him to tell me. And I said, I'm not going to do it. And my friend at the time who lived with me did it. And he literally just turned the shower all the way, cold, dead on my heart. I'll do it. It's 5:00 PM at night. I did it. It was live in the Northeast. So the water is probably in the forties. So I, you know, I turned on some rap music. I jumped in, it was overwhelming. I came out, I was red, but here's what happened. Two hours later, I went to a meeting and every time I was at this meeting, there would be underlying anxiety that was there and it was not there. And so I decided to do the 30 day challenge of cold showers.

Jesse Harless ([00:08:39](#)):

And what happened is my anxiety went away. Now. I'm not saying anxiety. Everyone has anxiety. You can have it every day. But what I'm saying is I had severe anxiety where I couldn't leave the house. Sometimes couldn't go food shopping to get necessities. So that's abnormal, that's severe anxiety. So that started to go away. And then I ended up quitting caffeine using cold showers. And then I started winning awards at my job, you know? And I'm like, okay, there's certain things that I have to take a look at that are habits that I'm stacking. And one of them is cold showers and it's making me more resilient and it's making my skin look amazing. And it's making me my mood and my resilience, the highest it's ever been because by my nature, I would be called shy and all these things. But the reality is I was just a highly sensitive person and the culture has brought out the fire.

Jesse Harless ([00:09:22](#)):

It really brought out this fire that I have in re naturally that I've always had, but it really brought it out. So yeah, six years later, I still take him every day. I did take a, you know, time to write a book about it. And it's a short one. But the reality is that people that I have shared with an addiction, recovery and mental health recovery about cold showers have benefited tremendously and have many, many, many stories of that. So I think that's really the biggest win of that is it's free. It doesn't matter where you are,

you probably can do it. And you're going to be able to, you know, not have to pay anything. And I think that's huge to be able to get a cascade of chemical benefits that are released when you do this, like, or nor epinephrin. And you know, there's many people that talk about this.

Jesse Harless ([00:10:03](#)):

So I'm not in my own little camp, you know? So I'm a huge fan. I'm a huge fan. I'm also a fan of people not doing this in a pool by themselves for safety reasons, just heads up in a pool by herself. Like this is a good thing to do if you're, if you're plunging to do it with somebody near you. Yeah. Jesse, you know, it's interesting as I've never quite seen the visual that you just, you just painted this picture for me and it's, it's great. It's this, Hey, why do cold showers work? Like, what is it about that? And I just saw this image of like, your body starts to get cold. So it turns on this internal fire to warm itself. And that, that is the fire that then you carry into your day that, that spark, that leads to this, you know, when you just feel on fire, that's what your body needs to do in order to combat this cold.

Jesse Harless ([00:10:55](#)):

That you're, that you're giving to it from the outside. So I don't know if that's how you see it, but that's how I see it. And I think that I'm more, I'm even more sold on the cold showers now than I was before. That's cool. Yeah. I see it like that. Exactly. I mean, I've talked to Dave Asprey about this and different people about it and they talk about mitochondrial biogenesis. So there's actually really things have real things happening vasoconstriction of the skin of the blood. So yeah, there's definitely some deep stuff there. That's cool. You recently shared with me some of the feedback that you got on you received on the book. Can you read what you read to me earlier about what somebody had said about resiliency and recovery? And I think this was actually a father, right? That had read the book.

Jesse Harless ([00:11:36](#)):

Yeah. Yup. So this is what was sent this morning to me, you know, Hey Jesse, I just finished your book. So I appreciate you sharing it with the world. What hit me? The deepest are the reinforcing themes of resilience and connection. There can never be enough voices and stories to return to these core beliefs into focus. I also love the concrete suggestions you offer for practices of reflection, gratitude, and moving the body. I like how you point out that we're all recovering from something, whatever the source of pain and suffering. And so, and then he says, thank you for being a model of hope and encouragement. So let's talk a little bit about like, what are people recovering from right now? And let's see if we can hone in a little bit on the dad's space. Cause I know he worked with a lot of people, a lot of different situations, men and women younger and older, but when it comes to the families out there, what are they battling right now?

Jesse Harless ([00:12:26](#)):

What should a dad be thinking about for himself when it comes to mental health and addiction, what should he be thinking about with his kids in this space? You know, maybe you can look at, and I realize that's a broad question, but maybe I'll just open it up for something broad and then we can drill down. Yeah. I think the biggest thing right now was what I've seen with, with COVID and what's happened over the last year is people who drink alcohol or might take recreational drugs or whatever it is that it's increased. That is above normal. It's more than usual and the control they thought they had, maybe wasn't. So, and maybe the things they had in place as a foundation are not helping them to, to refrain from this may be what they originally called. Just a habit, but it turned into maybe more looking like an addiction.

Jesse Harless ([00:13:10](#)):

And so, you know, especially with food, that's been a big one, but alcohol, recreational, drugs, food, it's, you know, it's become one of these things where it's picked up. Because I think a lot of the things that we were doing, like one of the addictions, the big ones you mentioned is busy-ness cause there's an addiction to busy-ness when COVID hit that busy-ness addiction got disrupted for many people, especially high level entrepreneurs and dads. And so when that happened, what happened was how do I name out those times that I was going to be busy? And now I have to figure out a way how I'm going to spend it. And you know, some would say, oh, I spend it with my family, but they already have that time given back to them. So it became this way that they had to start to go inwards and that's uncomfortable because in the past they would have controlled it, avoided it or protected themselves from that pain because even a lot of dads and entrepreneurs are still having pain that they haven't dealt with that is coming up from the wound itself, from childhood stuff that happened.

Jesse Harless ([00:14:04](#)):

They're not, you know, that they're protecting themselves with. And sometimes it could just be with caffeine, believe it or not, you know, it can be with other more subtle things that people don't call addictions, but you can literally drink yourself with caffeine just to avoid some of that as well, and just keep the busy-ness addiction going. So I think that's what I'm seeing the most. And I'm seeing a lot of vulnerability happening too, with people reaching out to me that I never would have heard from. And that's what I really I'm so grateful for it because this is my life. And so people have to come out and reach out. It's just like, oh, I'm there for your brother. Like I, yeah, let's talk about this. So it's a difference between a habit and an addiction. How does somebody know that they've moved from like, Hey, this is a healthy habit of me going to work and working hard and persevering and all the things that we talk about and admire and strive to be like, we praise people.

Jesse Harless ([00:14:53](#)):

They're such a hard worker. You don't, how do we know the difference between that? And somebody that's literally just so addicted to their work. You know, that it's an unhealthy thing. Where is the awareness in that process? Yeah, that's a good question. I mean, there's so many definitions of addiction and habits and a lot of people say, no, that's just a bad habit when it's actually an addiction. So, you know, the simplest definition I've ever heard of addiction is something that you do repeatedly over and over again, that has a negative consequence. So it's something that you do over, over that has a negative consequence. So like maybe in the beginning it didn't have that, but it's starting to be that that's an addiction at the simplest level. So, and people say, well, then what's a bad habit. Well, I think in some ways they can be used interchangeably because I look at addiction on a spectrum where you have someone who's, you know, you would say like, oh, he's not addicted to food or he's not addicted to work or entrepreneur or busy-ness.

Jesse Harless ([00:15:47](#)):

But I would say he is because of what my definition of addiction is, and I'm not alone in that definition. But then there's a spectrum of addiction of alcoholics and people who are addicted to let's say heroin and fentanyl and people don't like to associate themselves with the word addiction because of the stigma. It's a dirty word to people, but it's really not. It's really normal. And this society breeds of abnormality. Our society is actually, you're actually, when you're born, you're born into addiction. So we just don't like the word addiction because it's associated with those people that go to those meetings at church basements, we don't understand it's all of us. And it's hard to take a look at ourselves. That's

why, when you listen to Dr. Gabber motto, he actually says, he also is an addict. He ha he has addiction and it's some classical music, but that's the point.

Jesse Harless ([00:16:31](#)):

It causes negative consequences in his life because it's a money addiction, you know, it's spending money. So that's how I look at those two terms. They're very, they're used interchangeably when somebody is trying to identify an addiction, have you noticed patterns of how they do it? Is it through meditation? They sit on their own. Is it how many are? Because they hit rock bottom? How many is it? Because they have a friend who calls them out and calls them up. Have you seen a pattern of how people break into awareness when they were previously unaware that they were even addicted to their phones or social media or, or whatever they're addicted to? Yes. I think one of the things that, like I said, the slowing slowing down, like you mentioned the stillness, the silence you can get addicted to. I think that's what it is.

Jesse Harless ([00:17:21](#)):

It's things have become quieter in some ways at this period of time. And that quietness brings the mind to bring in the incessant mind shatter of you. Haven't taken care of this. You haven't taken care of this. You'd never called your friend back your child. When you were 17, you, you never dealt with that breakup. Like it's all those voices that you stuffed down are all coming up. And it's coming up a lot during this time because we have more time, which we didn't have before. So something that you hit for 10 years is now coming 2020. It started to emerge in 2021. Doesn't look like it's getting too much different. So we're, we're, we're stuck in those places where things that we could, we could bottle up are coming up. And so it's all different types of things, right? I think that people think of trauma, that it has to be some type of abuse.

Jesse Harless ([00:18:06](#)):

It has to be some type of traumatic abuse, sexual abuse, domestic violence, but it's not, it could be your best friend moving away at 10 years old. It could be, your dad never gave you the love because he didn't know how to love himself. He wasn't able to be a role model because he was operating from the wound itself and had no idea how to be that and those feelings now at 42, as an entrepreneur, what kids are starting to come up for you. And you're, you're starting to be like, I don't like the way this feels. So instead what I'm gonna do is I'm gonna drink some wine each night just to settle down. And then eventually that becomes a seven days a week. And that's when it's like, you know, as entrepreneurs. So we want to control that. Right? Okay. I'm going to fix this habit.

Jesse Harless ([00:18:44](#)):

I'm going to do a water fast. I'm going to stop all this happening, but it's still going to come up again. So it's not dealing with the original wounds. Usually. Are you wrestling with any addictions right now? Is there anything that you noticed that you're gravitating towards? I know you've handled some big addictions in your life and handling, but yeah. I mean the biggest, I mean, I say the biggest addiction that is the silent epidemic that's happening is internet pornography. Like, that's one that like, I love to say like, oh, I got that with lik, that will never happen. You know? And people have different beliefs on that. It's like, oh, that's not an addiction. It's nothing wrong with it. True. For some it isn't. But for many it is, and it is causing serious problems in the relationship and then in the marriage. So for me, it's like, that's the one that I have to keep in check.

Jesse Harless ([00:19:24](#)):

That's the one I have to every day be at my best to try to be like, okay, this is something I don't want to do as a single male at my age, there can be shame about that. Oh, I don't have kids at my age. I don't have, uh, you know, not married. So there's this like, you know, addiction is a response to pain, usually some type of pain. And so that is, that is like a feeling of shame. It's not that it's not like a guilt. It's a shame of, oh, maybe by this point in my life, I should have this and this. So I think internet pornography is something that I am in recovery from, but it's a daily, daily thing. Like some things are daily one day at a time and that's one of them. And I find that ones come up big time during this COVID space.

Jesse Harless ([00:20:02](#)):

We've seen a lot of people struggling with that and, and I help men stay accountable to that as well. But I think that's the one for me just to be straight, honest, and vulnerable. That's the one that really is still there. And as soon as I believe that I'm past that, that's what I get tested. So I just, I try to stay humble about it with men 30 to 50. What does your research and what is your experience tell you are like, uh, statistics with addictions. How many men are addicted to alcohol? How many, what percentage of 30 to 50 year old men are addicted to their social media, et cetera? Do you have any of that research? Well, I've seen as the research with like young people, 12 years old teenagers with social media, it's the average time that, you know, a child that is 12 years old spends on social media is nine hours and that was before COVID.

Jesse Harless ([00:20:56](#)):

So I'm pretty sure now it's probably 11 to 12 hours a day, a so nine to 12 hours a day. So as far as that includes their online school, probably right. Yeah. Now it does. Yeah. So that's why if you include that, it might be 15 hours actually. I didn't know that. So I, but as far as 30 to 50, I don't have exact numbers, but I know it's increased a lot since March of 2020. I know that we've seen those numbers of mental health, declining and addiction specialty to alcohol. Like that's been a big one. Alcohol has increased 20 to 30% and many different ways. Now I don't have the ages. I don't know if that actually that data exists, uh, right now, but there's a lot of data on mental health declining. And there's some data on, you know, the opioid crisis that's happening, but alcohol and consumption, I've seen maybe a 20 to 30% number figure that when I've seen that out there from different sources.

Jesse Harless ([00:21:46](#)):

So I don't have the exact number, but I just know it has increased just because I live in this space. And I see, I, I have men that I talk to regularly that have families that could live at sober living homes, or they're just transitioning out. And, you know, there's been a lot of relapses happening in the last year. So I want to talk about opioids in a second and the different classes of drugs. And I want to get into even like, you know, Xanax and sleeping pills and things like that. So let's come back to that in a second, but I wanted to make a comment about the screens and kids, something that I've observed with my family. And we've done all sorts of screen programs from hours a day to, you know, screen detox for 30 days. And we've played for the last 11 years.

Jesse Harless ([00:22:30](#)):

Tiger's 11, about to be 12. And it's been a source of deep conversations. It's been the source of great tension in our house, uh, of how much, what is considered educational screens. Like that line gets very blurred, you know, like with a, well, you could do more if it's educational and all of a sudden the debate of like, what's really educational, it's like a never ending debate, but here's what we found. What we

settled on Jesse was that whenever we give almost any amount of screen time, our kids change, they act differently. Their anxiety feels like they're more frantic kids. And we went on a camping trip to big bend national park, uh, not too long ago. And on the way out there, the rule was 30 minutes of screens every hour and a half, they could do 30 minutes. And I will tell you that not only that was what I thought going to be a really smart idea.

Jesse Harless ([00:23:23](#)):

And it was horrible. It was a horrible idea. Oceans, you know, how much time left on the timer, literally like he was so addicted to the screen that he could not think of anything else. He couldn't have a conversation. He couldn't look out the window. He couldn't enjoy the moment because his little brain was counting down for when he would have the screens next. And when they're in the screens and we ask them to turn them off, there would be problems. There would be anxiety. You could feel the tension growing, cause it didn't want to turn it off. And then we would get more intense with our eight, turn it off now. Right? And it's like all like what was supposed to be joy additive to our lives, right? Like a gift, a treat, a bonus results in most of the time in our home.

Jesse Harless ([00:24:07](#)):

And I don't think this is the case with every kid or every home, but like in our situation, it was unhealthy when we got to the park, I said, no screens for the entire time that we're here and we're not going to do screens on the way home, which sounded insane to have a six year old and 11 year old and do a seven and a half hour road trip with no screens, not a single minute, but do we listen to an audio book? We listened to the Alchemist on the way home. And it was an incredibly peaceful ride home. The energy getting into the car was different. The energy getting out of the car, the energy, the entire ride was so awesome that we are going on a road trip this summer for three months, June, July, August. And we just made the decision that we're not even, we're not bringing any screens, no phones, no iPads, no switches, no nothing.

Jesse Harless ([00:24:55](#)):

Now, if they go to a friend's house and the friends are having to play a game that will let them, you know, jump in or watch a movie at somebody's house, if we're visiting and that's what they do, but we are not taking any screens. And you know, what's so interesting to me about this. Jessie is like my wife, when we landed on that, she's like, I'm so happy. I'm so happy. I can see her change. And there's no more fighting right now because it's not even up for debate. Like the kids have just, they've now accepted it. Like we're not doing any screens. And now we're talking about what card games are we going to play? What board games are we gonna play? What conversations can we have? What are we going to do? What are we going to see where before I could see how I have been as a dad, massively addicted to screens, not only for myself, but for my kids, right?

Jesse Harless ([00:25:42](#)):

Because it just allowed me in the moment to get a breather and no judgment to a parent. Who's either like, you're either going to turn on a cartoon or murder somebody, great. Turn on the cards if that's what you need in the exact moment. But like long term, it's like how I used alcohol. I used it as a coping mechanism, had a tough day and I used alcohol to calm down. And that might've been great in that moment for a couple minutes or, you know, a couple of hours, but long-term is having devastating negative impacts on my life. So give up alcohol a couple of years ago and it's been the best decision

ever. 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.

Jesse Harless ([00:26:26](#)):

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 a hard charging business dude who spends the majority of their hours focused on growing the business while investing in the family 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. And we just are one of those guys who gets to the end of their life saying, I wish I would have 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.

Jesse Harless ([00:27:07](#)):

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've 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. 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.

Jesse Harless ([00:27:52](#)):

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 new one now, or to listen to an audio book or sit and read a book, but that's one directional. He just started 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. 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.

Jesse Harless ([00:28:38](#)):

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 conversation. 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.

Jesse Harless ([00:29:22](#)):

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. It has 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.

Jesse Harless ([00:30:17](#)):

So are you seeing, how does that hit you? Like, does that sound like yup. That makes sense. Oh yeah. Yeah. For sure. For sure. Just nightmares. I mean, yeah. I have two nephews. I have a nephew that's 10 and 13 and uh, and I, yeah, so like, uh, yeah, I've, I've watched them. I've been in their lives the whole time and just seeing how they operate. Like if I go over there, it's like, Hey, let me show you fortnight. I'm going to show you how it's like, no, I want to go and throw the football around. I want to play baseball and I make it and they do it because they have, they're like, okay, I'll do it for you. But like, they're so addicted to these games and it's been, it's worse than it was when I was a kid. And I that's when I had my addiction.

Jesse Harless ([00:30:59](#)):

And cause now it's accepted. It's different when I was, it was like, oh, there's something wrong with you. You're depressed. And now it's like, oh no, that's normal. Just stay on the computer. We'll serve you meals there. Like, it's just, it's become a cloud of the culture. So I've seen it just like you. It's really scary. So my advice would be get out in nature and start to play games. That's a great solution for a lot of addictions, right? Is to be in nature to be out, be active, be sweating. Like we need to move more. We need to be outside connecting in groups, doing whatever. It's why volleyball has been like one of the greatest things in my life is putting my feet in the sand, playing, you know, a game with my friends. I'm looking forward to it all week. Um, you know, I, I it's like the anticipation principles in full effect, you know, and then I get there and it's great.

Jesse Harless ([00:31:45](#)):

And it has a lasting effect. So I can honestly say that if there was one regret that I had as a dad, and if you're out there listening and, and this lands with you, the one regret I have is that my kids have done too many screens in their lifetime so far. And I also believe it's never too late to be a great dad. So I'm going to make a change. Now I can't go back and shift what happened in the past. I did the best I could with what I had in the moment. I know that. But, uh, but now I know now I'm more educated. I see it in my own kids. I don't even need to read the data. Although I have, I've seen the studies of mice that have been exposed, you know, to the lighting of what a screen would look like for a child and how their behavior changes, you know, in, in lab, in the studies and labs.

Jesse Harless ([00:32:31](#)):

And, but I don't need that. I see it with my kids. I don't need somebody to tell me, like I just, I witness it. Yeah. Let's talk about opioids. I want to do a hard pivot there because I think this is really an important

subject to, you know, recently did, I've been very, I was not exposed to the world of prescription drugs until recently that I've had either a couple of friends offer me like a Xanax or something like that. Just knowing that I was having a difficult time in whatever moment they're like, ah, dude, you know what? Xanax will take care of that in a second. And, but throughout my whole life has just really been alcohol or, or weed or something. Like it's mostly been that, but do talk to us, first of all, for those of us who aren't educated in this space, what is an opioid?

Jesse Harless ([00:33:18](#)):

What classes that and what falls under an opioid prescription. Yeah, Nope. You, it is a synthetic opiate. So if we think of like heroin, you think of like a poppy plant where it comes from, okay, that's natural and opioids are synthetic. So something like Oxycontin or fentanyl, which is what's causing these deaths. And last year in the last year, we've seen over 89,000 people die of overdose. It was the highest we've ever recorded. So it's getting much worse. And it's because of fentanyl, which is an opioid. And so opioids have really become the major problem in our society. The biggest, bigger than anything that we've ever had to face. And it's been, it's not something under the rug right now, but it's really not being, uh, paying attention to as, as some of these other things are happening. I understand why, but it's very, for me, it's disheartening because it's the frontline workers and the people that work with men and women who are, who are seeing this.

Jesse Harless ([00:34:15](#)):

We are losing friends. We are losing family. I mean, I've had people in my life who, when I fought my first home, when I was six years of recovery, my, I had a friend come over who was, uh, who is an incredible skills man. He had, you know, he had carpentry and all these skills and he was another person in recovery. He helped to rebuild my entire first floor, which is the house I sold to become an entrepreneur in 2017. He died of opioid overdose last year in his fifties with two older daughters. And it was devastating. This guy helped thousands of men, thousands of men. And he died of opioid overdose last year. So it's become very abnormal. Fentanyl hit in 2015 and it hit really hard. It hit really hard in New Hampshire. We were actually the highest rate of opioid overdose, death or fentanyl overdose deaths with New Hampshire.

Jesse Harless ([00:35:00](#)):

So we get hit really hard here. And that's when I was about to leave my job. It was 2016. I had that heart pole to leave the job in 27. I left a job to start what I started because I was watching people at the sober living homes that I was speaking to and running workshops to dying. They weren't just overdosing coming back. They were going away. So are they getting this what's going on? Is it's so cheap. It's coming from China and massive quantities and Mexico, but mostly China to Mexico. But here's the thing is it's cut now with all types of drugs. It's not just cut in heroin. It's cut. Now. You're seeing it as cutting crystal meth. You're seeing it cut and cocaine. And that's, you're seeing new deaths happen where someone who's just white collar upper-class person living in suburbia. They do cocaine for the first time.

Jesse Harless ([00:35:44](#)):

It was cut fentanyl. When you say they're cutting it, you mean like adding other things to it, to kind of water it. Yeah. They're adding fat. Okay. Yeah. They're adding that opioid and that's what's causing the death because that is, you know, you only need, if you have a penny and you look at a penny, if you put one grain of fentanyl, that's enough to kill a human. It's unbelievable how little you need of that drug to actually kill you. So you have a serious epidemic on your hand. That's getting much worse right now. So

opioids is, was ended up being one of my drugs of choice, but mine was Oxycontin because fentanyl wasn't around. I don't know if I would be here. I would know if I'd be here. So I'm just grateful in many ways, but at the same time, what are we going to do about what's happening?

Jesse Harless ([00:36:25](#)):

And that's where today it's like, okay, why I speak out loud now? And talk about what I talk about is because I meet many men who are on the brink of just saying, looking at the world, they're wearing a mask every day. They're depressed. They're like, why am I doing this? So it's, so my goal is to give the education, the education about, Hey, here's some ways to live your life better. So the, yeah, it's, it's been really, really a tough year for sure. Let's get into fears and just a second. But before we do, I want to stay on this opioid and also this topic of kind of what people are exposed to. And also at what age are you seeing that they're exposed to like with opioids, how young are people finding this and are they finding it from their parents? If they are getting it, it's become much harder to get Oxycontin.

Jesse Harless ([00:37:09](#)):

You know, since the Purdue pharma and all these big guys are starting to be supposedly taken down and you know, so it's been a little harder, but you're getting a teenage, you get high school, you get Oxycontin start, it starts with things like Ritalin. It starts with things like that. And then it turns into, you know, oh, Oxycontin and it turns into Vicodin, but reality is Ritalin is readily available for many young people. And so it can start there. And then it becomes, for me, it was like the first time, you know, I did a Vicodin Oxycontin and it was like a euphoric feeling. And I'm like, oh, this just feels, I feel good. I feel happy. And you know, that doesn't happen to all teenagers. It doesn't happen to all people in their early twenties, but it's just, it's readily available still today. And you know, it's, it's gotten a little harder to get Oxycontin, but it's still there because there's other versions of, uh, you know, there's not just Vicodin.

Jesse Harless ([00:38:00](#)):

There's rocks has set. There's all different versions that are still out, that kids can get very readily available from friends. And, you know, there's different ways to still get that fortunately. And what is Xanax? That's not an opioid. What is that? Well, that's something to deal with anxiety, but it's, it's not like an SSRI, which is something that you would take that doesn't have an immediate effect like narcotics, you know? So I was on citalopram, which is for depression, anxiety for seven years of my recovery. That's a SSRI which doesn't have that narcotic effect. It takes time. It takes a month to start kicking in. Xanax is immediate. It's an immediately felt experience to try to, in some ways it does kind of intoxicate you to feel less anxiety like before you get on a plane or something like that. And, uh, obviously benzos, is it under benzos?

Jesse Harless ([00:38:49](#)):

Yeah, exactly. How big of a problem is that right now, compared to the opioids. That's huge. That's huge. And that's almost, it's, I wouldn't say it's EDS as dangerous, but it is very, very deadly because when you are taking that daily and you come off of that, especially if you mixing with alcohol, it can be a deadly thing to come off of if you don't taper off correctly with a medical professional. So I see a lot of people struggling, big time who are in recovery, there's people in recovery who take Xanax. So that's why the definition of recovery is just so cloudy and it's, that's fine. But the reality is there's many people who are using that to be able to deal with what's happening, even with COVID and not being able to travel. Nevermind. Traveling on a plane. How about Adderall? Yeah. Adderall is, is more of like a synthetic, let's say, I want to say upper, but that's pretty much what it is.

Jesse Harless ([00:39:40](#)):

It's it's like, you know, speed or, but it's normalized in our society. So that's why you have kids at four years old, starting on it and seven. So it is something that's become normalized. And that's where we're seeing people go from that to Prozac and then to something harder eventually. So if they start really young now on something like Ritalin, and, but my friends who have been on Ritalin their whole lives, you know, eventually they just find other ways to find pleasure, joy, happiness, and use that with their skillset to entrepreneurship. They actually go, wow. My ADHD is a superpower. You've heard Tony Robbins talk about this. Like that's a super power. I can direct into the energy of my work. And you know, it just doesn't serve them over a period of time. And you realize that I can just get natural highs from my diet, my nutrition, and my exercise and the time and nature of my family.

Jesse Harless ([00:40:31](#)):

You start to use other ways to fail high naturally. What's one of your let's let's tell a story real quick, right? Let's tell, tell a story about somebody that came to you that was having a problem and they made their way through. They found their way out. They developed some new healthier habits, and it's a story that lights you up makes you super proud, uh, gives you fuel to keep going and do the work that you do. Can you think of somebody that you can tell us about and feel free to change the name and the age or the location or whatever to protect privacy? Yeah. One of the Mo one of the stories that I appreciate the most is like, when I left my job to become this coach facilitator, and I didn't know what the hell I was really going to do, I started to design these workshops and I went into a treatment center, which is a 90 day treatment center here in New Hampshire.

Jesse Harless ([00:41:20](#)):

And I told the CEO who was a friend of mine. I said, Hey, I'm going to bring these workshops and to help people live their best life, even though they're only a week sober and they're suffering from bipolar, whatever they are, I'm going to come in and do this. And he was like, you know what? I trust you, we'll hire you as a consultant to come in and do this. And I started running these workshops, which are about building resilience, which are about elevating your life, which is about appreciating your recovery, which is about practicing self-care daily. So I started run these workshops and I actually had the, I was there twice a month. So I would come in and run these workshops, run another one. And there was this one gentleman that was there. And, you know, he was resistant at first, like most are when you're like three weeks off fentanyl, but, and co-diagnosis, so they, you know, have a mental health condition as well.

Jesse Harless ([00:42:02](#)):

But this gentleman sat through two or three of my workshops and then nine 90 days later, I went to a sober living home in Manchester, New Hampshire. And I went to go run to one of my workshops. And he was there is like, I'm like, Hey man, how you doing? You're you're here for another workshop. He's like, yeah, 90 days sober. Now. He's like, I'm feeling great about everything. And he's like, your workshops have really helped me. It gave me tools to show me that I could visualize my day that I could journal each day, how I felt good or bad that I could speak in the words have power. Like you taught me. And I was like, wow, well, I'm grateful to hear that. And so he was in that next workshop and now he's over two and a half years sober. He now works at that treatment center.

Jesse Harless ([00:42:42](#)):

He used to attend. Andy's going to school for X to be an expressive therapist. So it just shows me that, you know, there's stories like that, that I look and I go, all's it takes is someone saying, Hey, you matter,

your voice matters. Your story matters. And here's some education for you to live your best life that I had access to that you don't. And I want to give that to you and what happens. He turns his life around. It has been many of those types of cases. Now he made the choices. I didn't do anything. I just planted seeds. He took them and ran with it. So that's probably one of my favorite stories. Tell us about the fears program. Yeah. So the fears is a toolkit inside of the book, but it's also workshops that I do live it's, it's a whole curriculum, but the fears in the book is basically focused, elevate, appreciate resilience, self care.

Jesse Harless ([00:43:30](#)):

And inside of that are 30 actions. There's 30 actions. And just to go over the first one focus, and if you were thinking about real recovery from power, fear, drugs, codependency, protection, pain, whatever your addiction of choices you would say, focus on your recovery. So focus is focused on your recovery from those addictions. So the first one would be write down your recovery priorities every day, write it down, physically, not with digital phones, write it down, physically your to-do list priorities. And number one, the number one thing that goes down as your recovery actions, and you might say, well, I don't go to meetings. So what does that mean? No, no recovery actions could be spend 10 minutes outside in nature, do a cold plunge safely, you know, do whatever it is that it's going to help enhance your recovery for that day. For some people it's talking to a therapist for some people it's talking to their accountability buddy, but do that, write that down first as your recovery priority.

Jesse Harless ([00:44:23](#)):

So focus on your recovery first, then it's build your recovery team who do the three to five men or women that are on your recovery team, that you could be your authentic self with when something's hitting the fan. These are people that you can call and share the weird stuff with the uncomfortable shame with no matter where you at. So build that recovery team. And then the final action step to the focus on your recovery is your purpose. Your why I'm going to tell you right now, the one of the biggest deficits I see in the addiction recovery, mental health space is people not teaching people about purpose. When you have a purpose, even if it's simply my purpose today is to focus on my health and wellness. If it's just that simple, or if it's my purpose today is to focus on my son, Jim, if it's just that simple, that's good enough for today.

Jesse Harless ([00:45:08](#)):

But having that purpose keeps you alive in many cases, because you say I'm going to do this, even though it's uncomfortable, I'm going to go ahead and do this. And I'm going to scare myself today so that I can do what I need to do to stay in my recovery journey. And so that's the final part. And in the book, I actually have Jack Canfield's process of creating the what's called a purpose statement. And so words are powerful, right? We hear this words create our world. So there's a purpose statement. You repeat every single day that reminds you of what your purpose is. So that's a glimpse of this fears, toolkit, and each one has certain actions that you're going to take that I've done, that I've done. And I've taught to others that I find I wanted to keep it as simple as possible.

Jesse Harless ([00:45:50](#)):

And I called it fears for a reason too. Right? Yeah. So I think, you know what I'm feeling right now, Jesse is I'm feeling the application in my personal life to my kids. Like the question I'm asking myself is how do I take what you just shared and apply it to my family every day. And now I'm seeing each day in an interesting way of seeing, like I saw, I saw sleep in my mind. I'm like, that's what we do every night is recover. Every night we put our body through trauma. We, we use the body and then at night we

recover and we need that recovery every single day. And the amount of trauma that can come up in any family's home, you know, on any given day raising voices, right? The amount of criticism that can go around and pick up your shoes, you know, pick up your room, do your homework.

Jesse Harless ([00:46:43](#)):

How many times do I need to tell you about, right? Like the amount of criticism there needs to be a recovery from all of this each day. And I just had this vision of, of us, the Romans sitting at the dinner table and a new approach for me. And I thank you for this. Cause I'm taking this away from the show today is to think of dinner time and evening time as an opportunity for my family to practice recovery, you know, and, and even all the way through, into the morning. But you know the questions about like talking about purpose, talking about purpose, talking about building our team, just everything you just said. It's so easy to apply that to raising kids. It's so easy to apply that to any situation. Those are timeless principles. But if I were to take that framework that you lay out and I were to apply it in my home, I bet you that we would recover quickly from the trauma that's created every day, both in the home and outside the home.

Jesse Harless ([00:47:42](#)):

So I really thank you for that, man. That's, that's a really cool model. I'm going to send now I didn't do this before, but I'm going to do this. I'm going to take your book. I'm going to put it on the kitchen table. I'm going to spark a conversation with my kids and I'm going to talk about and share the fears model and what I just, we just learned this at our dad's retreat. Somebody brought up that when you're teaching your kids, you can often just say, what do you know about? And then just insert anything. What do you know about recovery? Right? How do you define recovery? Asking your kids? Can you think of a time when you recovered well in the past week or two, can you think of somebody in your life that recovers quickly, you know, and just bring the definition to these words, to these ideas, by asking questions, and then settling into the conversations with your family around the subject matter.

Jesse Harless ([00:48:35](#)):

But I really think that the fears model is one that I'd love to bring to the kids, because it is not, they're not too young to learn about addictions. I mean, there is no doubt. They have addictions to sugar and the screens mostly right now, those are probably their two biggest addictions that we're wrestling with. And I think what's also really cool, Jesse, is that if you don't start talking about this at home, then you just ultimately throw your kids to the world and say, Hey, I know you've had no practice here. We sheltered you from everything, right? We, we swept everything under the rug. We shouldered everything. His parents didn't bring anything up to you as our children. And, uh, I think this is the place to be having these conversations at appropriate levels and inappropriate ages, right? We're not, I don't need to talk to my six year old about heroin right now, but I do need to talk to them about what it feels like to be addicted and how that shows up in our body and what we do to create an environment where we shape our behavior around addictions.

Jesse Harless ([00:49:35](#)):

I love the way you framed that recovery. Cause that's what I'm trying to get to is what you just articulated so beautifully is that is recovery. It's not just heroin or donuts. It's everything. It's life, it's daily. It's the phones. It's the addiction to the Instagram. It's the addiction to the world that we live in to just recover from that every day. I love the way you frame that. When we put on blue blocker glasses, we allow our brains to start recovering in a way from the blue light, right? It's a settling down cortisol

that starts to dissipate in our body. So it's funny. I spent the first, probably all of my twenties and most of my thirties, figuring out how to turn the engine on how to push harder, how to, how to drive fast, how to rev the engine. How to, can I put straight pipes on this thing?

Jesse Harless ([00:50:25](#)):

How do I get extra horsepower? Like that was my whole twenties and thirties. What if I put in high octane fuel? Does that change the outcome? What does a turbo cost to add to this car? And now as a 45 year old, man, I just think that hopefully I'm getting a little more wise and now it's like, how do I protect this car? How do I, how do I maintain this car? How do I make sure that I'm driving this car 30 years down the road, right? How do I keep good tires on the car? So I don't spin out and die. Like what, what does it look like for this to, for me to have a strong checkup, a strong recovery plan in all areas of my life. But you know, what's interesting, Jesse is that I'm going to re I'm going to restate this because this is the big takeaway for me, the big takeaway.

Jesse Harless ([00:51:11](#)):

And I'll, I'll leave everything with this. And if you've got anything to add, then I'd love to hear it. But my big takeaway is I always looked at recovery about myself, but today it's the first time I started looking at recovery for my kids and like making a recovery plan for them. And what does that really look like? And I think I might've instinctually done a couple of things that are working, but nowhere near what I could do with a great deal of awareness around it. Is there anything you wanted to say that we haven't gotten to today that we want to tell the front row dads? I don't think so, but I do want to mention, I do love what you just said. I'm going to make sure my brothers listen to this too. Cause I have four nephews and I think that's going to be very valuable the way you just said that.

Jesse Harless ([00:51:49](#)):

And I just want to say this, that today's a really good day to lighten up. Today's a really good day to have some fun and some humor and laughs and I, and I w I guess I'm going to plug this show. I wasn't going to do it, but Loudermilk is a show I just started blogging. It is a really funny show about the ironies of alcoholism in the meetings. And you get to see into the world of an alcoholic, but from Ron Livingston's point of view, which is really a dry humor, but highlight and up, I started watching that show and I'm like, I know I only watched documentaries. I'm like such a serious guy. Like I only want to watch it. You, you just documentaries. But I started watching it. It really has my shoulders scanned down. Like this is, it helps me, you know, just to stay lighthearted.

Jesse Harless ([00:52:28](#)):

So that's my only message for, uh, for the dads and everyone out there. That's awesome. I can't wait to check it out. I'm always looking for lighthearted shows. I noticed that whenever I start watching, like violent shows, I'm more angry with everybody in my life. It just definitely changes my vibration of how I operate Ted lasso. Have you seen that? I have Todd lasso has got to check that out. I think it's on apple TV. I don't know where else, but check it out. So good. It's so light-hearted, it's so fun. It's a great thing to watch. Not with your kids probably, but your wife for sure. Very cool show. So I'll check yours out as well. Jessie, I might start asking that on my show, like for an uplifting humorous light-hearted TV show or movie that I should be able to watch. I love, I love film so much.

Jesse Harless ([00:53:14](#)):

I love TV so much. I have to be careful because that can become an addiction guys, as I've done before on this show, and I'm going to do it again. If you enjoyed this conversation with Jesse, let me tell you something. We got it 5% in the, his incredible story. His book breaks it down. You will not be able to put the book down. It is remarkably well-written and it is gripping. It is real. It is awesome. And it is, uh, it feels like heart-to-heart connection with Jesse. When you read this, you'll be a better person. You'll understand yourself and others better when you read this book and it is, this will apply to anybody in any situation, you do not have to have a cocaine addiction for you to pick up this book and get value from it. Everybody's addicted to something everybody's going to be in recovery on some level.

Jesse Harless ([00:54:04](#)):

And this book applies to any human walking, the planet. Please pick up the book. Now I will say this. I'd love to buy you a copy of Jesse's book. So here's all you have to do for me to buy you a copy and mail it to your whatever address you want. Write a review on the front road. Ad podcast mentioned Jesse, in that show, dimension, this episode, screenshot it and email it to info at front row. dads.com, email it to info@frontroads.com include the screenshot, include your address, and I will mail you a copy of Jesse's book. And then I would love for you to read it and share it and let us know how this book impacted you. Because, uh, I know when a book is very special, I know when people read it and have reactions and I can confidently say that you will love this book.

Jesse Harless ([00:54:54](#)):

And I don't give that endorsement for every book, but this one I will. And so, uh, guys go out and please write that review, send it to me. I will send you a copy of Jesse's book or just go by his book and just read it and get it done today. Get it on Kindle, read it immediately. And then if you have kids that are older, you might want to read it with them. You know, and I think that could be a very powerful book to read together. Jesse, thank you so much for being with us today. You also are available as a facilitator, as a speaker, as a trainer. You're in this world where you're helping people. You're part of Jon Berghoff's exchange community. You are a world-class facilitator. You've done all sorts of events. One that comes to mind is with the heart math Institute.

Jesse Harless ([00:55:38](#)):

You're certified in that program, but also you've run events with heart math. So a company could work with you, individuals who are interested in working with you, where would you send them? Jesse harless.com. Yeah. Right. So the website, I go, guys, we'll link to all that in the show notes at front row, dads.com. And guys, if you need anything, if you need an intro to Jesse, shoot me a message and let me know, and I will put you in touch with Jesse directly. Jon Jon at front row, dads.com guys. That's it for today's show Jesse, thank you for being here, brother, and appreciate the work you're doing. If you guys need more, go connect with Jesse, follow his work and do this for yourself. Do this for your kids who are and will continue to face addictions and do this for all the people in your life that are undoubtedly facing addiction. At some level, we all need to be versed in this subject. Thank you, Jesse. Thank you brother,

Jon Vroman ([00:56:32](#)):

Gentlemen. Thanks for listening to the show today to 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 thanks we ever get our 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 [front road outs.com](http://frontroadouts.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 4 ([00:57:09](#)):

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, 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 4 ([00:58:05](#)):

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 4 ([00:58:55](#)):

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 health. 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, because 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 4 ([00:59:54](#)):

The 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 reverse 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, 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 4 ([01:00:43](#)):

You can share with, you can grow with. And just recently completed a time with these guys and get as fast as 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 they 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 2 ([01:01:18](#)):

[inaudible].