

SAVING THE ENTREPRENEUR FAMILY



**THE TIME
VERSUS
QUALITY TIME
DISTICTION**

**PLUS,
THE 3 STEPS
TO CONNECTION**

IS BUSINESS SUCCESS **KILLING YOUR FAMILY?**



Board Meetings
International



Do Your Kids or Your Business Come First?

Let's be honest, being an entrepreneur is an adventure, and, while the world needs doctors, carpenters and bankers, entrepreneurs wouldn't trade with any of them.

Still, entrepreneurship isn't all sunshine and rainbows. These days, entrepreneurs are feeling more pressure than ever. I know this because my business partner, Brian, and I have worked with hundreds of entrepreneurs. They've told us they're burnt out – even while loving their businesses at the same time.

How did this happen?

Harmlessly, at first. We wanted to get ahead, so we worked a little harder. We got caught up building our business and ended up forgetting about one little ol' detail – the very reason most of us got into business in the first place.

Why was that again?

Think about it for a moment. You'll remember.

If you're like 95% of the entrepreneurs we've interviewed, one of the core reasons you became an entrepreneur was to *develop the freedom to spend quality time with your family on your own terms.*

We don't like the idea of being chained to a desk – making someone else rich – when we can make ourselves rich, control our own schedule, and dedicate our time to important things like giving back to society and traveling, but most of all family.

Question: How is that working for you?

Sadly, I already know how most of you will answer. More than 85% of entrepreneurs interviewed admit they don't spend enough *quality* time with their family, especially their children.

Don't get me wrong, we all have great intentions to spend quality time with family, but if you relied (only) on intention to build your business, you wouldn't be doing so well. Succeeding in your home life (as in business) requires more than just intention – it requires execution.



*Intending to spend time with your kids
isn't the same as actually doing it.*

Now, some of you might be thinking, “What’s the big deal? I’m working hard at my business for my kids’ benefit. They’ll understand one day, right?”

Wrong.

This is the *big lie of entrepreneurship*. Your hard work, the trust fund you create, and the toys you buy, can never replace the one thing your child needs most – quality time with you.

Now, I know you probably don’t believe the big lie. That kind of thinking is outdated and disappearing fast. There is a new breed of entrepreneur, and if you’re reading this, there’s a good chance you’re one of them. You know none of your hard work is worthwhile unless family takes top priority, so you’ve adjusted your lifestyle accordingly.

You may be spending **time** with your kids, but you probably don’t spend **quality time** with them, and this problem comes from a basic misunderstanding of the time/quality time distinction.

Most of us simply don’t know what true quality time is.

Now, you might be thinking, “Come on Jim, I take my kids to baseball, piano, and gymnastics. We eat dinner together at the table, and we watch TV together after homework is done. How can you tell me I don’t know what quality time is?”

Those parenting activities are wonderful, and I commend you if you do them. They are part of a successful parent-child relationship. They are what I would call ‘spending time with kids’. It’s important, but time (by itself) will never result in a true connection between parent and child because a true connection requires *quality time*.

It’s like putting all your business effort towards accounting but ignoring marketing. Sure, accounting is important, but without first attracting clients even the best accounting system won’t help you. In the same way, spending time is important, but without true connection that time won’t be as valuable.



As with business, parenting results come from focused effort on the correct priorities. True connection should be the priority of every parent, and to achieve this, quality time is necessary.

Time together isn't the same as quality time together.

This distinction is what trips up most entrepreneur parents. Yes, there are those who simply don't spend time with their children, but Brian and I have found it's far more common that entrepreneur parents spend time with their kids – just not quality time¹.

Think about it. When was the last time you turned off all of your electronics, had 4 hours alone with one of your children, doing something fun, and weren't interrupted? It sounds simple, but if you're like most entrepreneurs, you will answer that you can't remember a single time.

Yes, you read that right – a single time.

Have you ever been brought to tears by a questionnaire? I'm not talking about an IRS audit, either. It might sound ridiculous, but I've seen world-beating entrepreneurs tear up over one little question on our retreat questionnaire:

When was the last time you spent a whole day alone with your child, with no electronic distractions, while enjoying a fun activity and meaningful conversation?

They get emotional because reading this question is the moment they first understand the difference between time and quality time. It's the moment they realize they've been depriving their kids, and themselves, of the one thing they need most. At that moment they realize that, in spite of their best efforts, they didn't have the answers. It's the moment they begin to grasp the consequences that quality time impoverishment is creating.

1. To find out if you spend enough quality time with your kids email us at service@boardmeetings.com and request a free consultation.



My Big Slap in the Face

You may be too distracted to spend much time with your kids, and if this is the case it might mean you believe the great entrepreneurial lie – that we’re doing it all for our kids and that they’ll understand one day. Or, you may be making your best effort to spend time but until now you didn’t understand the principles of quality time.

Both of these problems lead to *disconnection*, which is leaving entrepreneurs feeling guilty and depressed. Did I mention this problem is an epidemic?

Brian and I have spoken to hundreds of entrepreneur parents over the past decade, compiling a large body of evidence that details the scope and consequences of disconnection. Our work has taught us that it goes much deeper than momentary discontentment.

On the contrary, parent-child disconnection causes problems that don’t end when the child moves out of home. Studies prove that kids lacking *real connection* with their parents are more likely to develop addictions, an inability to maintain meaningful relationships, anxiety, and depression.

We’ve seen this happen in many entrepreneur families, but for me the real wakeup call came when I realized the effect of the disconnection problem in my own life – when I accompanied my good friend to a detox clinic as he battled alcoholism.

It got personal that day.

As part of the program, each addict had to bring one friend or family member to the clinic for support. I was the only friend along with 5 other parents of addicts.

Here’s where it gets scary.

All 5 parents *were successful entrepreneurs*. Now, this might have been a coincidence, or maybe it was a pattern. This ‘coincidence’ was creepy enough, but it was borderline surreal when I reflected that my friend’s parents were also entrepreneurs.

My head spun when I made the connection between entrepreneur parents and addiction. How



could this be? I love being an entrepreneur, and I didn't want this to happen in my family. I was fearful for myself and my entrepreneur friends, yet I knew entrepreneurship alone wasn't the reason for kids' addiction problems. One question got stuck in my head: what was the common thread?

It didn't take long to find one.

During our discussions it became apparent that none of these entrepreneur parents had spent *quality time* with their children during the formative years. They had invested heavily in their businesses – just not in their kids. The result was predictable. There was a lack of connection, which led to confused teens, who made bad choices.

Those bad choices followed the teens into adulthood.

It also became clear that many of these entrepreneur parents had once believed the great entrepreneurial lie – that they were doing it for their kids and that their kids would understand, someday.

Someday never came.

Instead, they experienced the pain of watching their children morph into something unrecognizable as alcohol and drugs tightened their grip. Watching “successful” entrepreneurs sobbing at the clear knowledge they hadn't been there for their children was enough to change me forever.

That day I learned one thing above all. I learned there was something more important than money, more important than fancy private schools, and more important than empty gifts. It's called quality time.

There is no substitute for quality time.

This was the day 100 different threads wound themselves together in my mind. The disconnected entrepreneurs I'd met over the years, plus the disconnected parents in the support group, plus memory of my friend's disconnected upbringing – these combined realizations



pushed me to do something about the disconnection epidemic.

I knew quality time was at the core because we had already been investigating this problem, and looking for the answer, but it didn't all click into place until I spoke to those parents and remembered my friend's own experience.

Memories came flooding back. My friend's parents were good, hardworking, entrepreneur parents. They raised 3 children and for the most part provided the older kids with quality time, but unfortunately their business was struggling at the time when my friend needed them most. As they put in extra hours at the office to save their business, my friend (being the youngest) was the only sibling left without the quality time he needed.

As I sat in the room listening to the devastating stories and the heart-wrenching regret of each parent, I walked away knowing I had to help find a solution.

Harnessing the Power of Quality Time

Seeing disconnection was eye opening, but Brian and I have also experienced the opposite. Over the years, we've had the good fortune to learn from some amazing mentors who were excelling in business and parenting – regularly spending quality time with their children.

It was on a surf trip (the original *Board Meetings*) with these mentors when we sat staring in disbelief at an 11-year-old boy speaking openly, honestly, and with enormous respect to his dad. There was just something different about the way our mentor Craig and his son Russ interacted with each other.

We grasped onto the fact that it had something to do with the time they spent together, but we knew a lot of other dads that spent time with their kids without achieving the same parental effect. We searched for answers, and finally it became clear when we distinguished the difference between time and quality time.

Think about it for a moment.

You spend time with your child but, if you're like most parents, the time is standard parent-child stuff. You're hurrying them out the door, correcting behavior, and giving them instructions (orders if you're more of the drill sergeant type).



Occasionally, when you and your child are on the same page and having fun, you experience a fleeting moment of togetherness. In those moments you remember what matters most. Things just feel right and you're overcome with gratitude.

It's called connection.

I'm sure you know the feeling, but do you know how to create that feeling consistently? Or does it happen only by chance?

We need a quality time revolution to reconnect.

Creating these moments is exactly what this book is about. Why experience connection only rarely and by accident? Why not create the connection that will benefit our children for life?

In fact, we must do it, and it has to be intentional.

This is what we call *harnessing the power of quality time*, and it eliminates disconnection, which changes parent-child relationships forever. In fact, this process works for any relationship, including spousal relationships, which also gets neglected by busy entrepreneurs.

This book is all about parent-child relationships, and in the pages ahead I will share a proven (and fun) three-step process that harnesses the power of quality time, and is simple to integrate into your busy life - right away.

We call it the Board Meetings Strategy, and it will help you get below the surface relationships with your children to a true connection. Not only that, it will also keep you accountable and consistent, so you keep improving your relationship with your kids. The Board Meetings Strategy will even ensure you can answer yes to the tough questions that run through your mind:

- Am I getting through to my child?
- Does my child appreciate what they have?
- Would they make the right decision if I weren't watching?
- Would they come to me for advice before their friends or the Internet?



Every parent wants these results, and the Board Meetings Strategy is perfectly designed to deliver them, and the good news is that it's already been tested and proven by hundreds of entrepreneurs around the world.

The entrepreneur parents using this strategy consistently report incredible results. 'Reconnecting' is the word most often used. There are many great stories, but I can't think of a better way to illustrate the power of the Board Meetings Strategy than by sharing a story from my own life.

Board Meetings Success – Alden's Story

Brian and I were already several years into the Board Meetings Strategy development process when I had the opportunity to use the strategy with my own son, Alden.

We'd already tested the strategy with other entrepreneurs, and the results were exciting, but when Alden came into my life I got the chance to use the strategy myself. Actually, I had used a modified version with my dad, but between two adults it was a bit different.

My chance arrived when I fell in love with Jamie, the woman who would become my wife. When I won her heart I also got a chance to win the hearts of two beautiful boys since Jamie was divorced with full custody of Alden, and his younger brother Leland.

The boys and I hit it off right away (and I've since adopted them). However, the I still had my work cut out for me because both boys (rightfully) had trust issues from difficult life experiences that happened before I met them. Alden (the older of the two) was especially troubled. In fact, when I met Alden he'd just been placed on the autism spectrum at school, and he was a terrible student – close to failing. Those were bothersome, and we wanted solutions to them, but far worse, he also suffered from night terrors.

Consider yourself lucky if you don't know what night terrors are. It's when someone (usually a child) wakes up in a half-conscious state, screaming and yelling, and it often takes two or three hours to shake them out of their disorientation to get them back to sleep. It's upsetting for everyone, but especially for the child, who experiences enormous fear.

Alden's trust issues were at the root of all his problems, and I wanted to reassure him that he'd never need to worry about those problems again. I knew if he could understand he was



safe and regain trust for the adults in his life, that he'd get better. I wanted to just tell him, but I knew that kids respond to our actions more than our words. Saying the words too soon, or in the wrong context, wouldn't work like I wanted them to.

He had to *feel* trust, not just hear about it.

This is why we always tell parents that the very act of going on a Board Meeting is the most powerful thing they can do for their relationships with their kids. It's not so much about what you say – although I'll share some tips for this later – it's about time and consistency. Words can never convey what time and consistency can.

Alden had a rough start at life, but I knew his problems could be fixed. I knew our Board Meetings Strategy could be at the core of the change. Alden just needed some quality time in order to regain trust.

Not long after Jamie and I got together, I started having Board Meetings with Alden (and Leland), and I'm proud to say our quality time revolution worked. I followed the exact process discussed in this book, and I can pinpoint the moment Alden began trusting me, which set off a chain reaction of change within him.

True change takes place during special moments of connection because breakthroughs happen when we're open, trusting, and connected. This was exactly what happened with Alden. The moment occurred at the end of a Board Meeting. We'd just had a fun day together, and by giving him my whole attention without interruption he saw my commitment, which started growing trust. In that state of true connection, I simply told Alden that he'd never have to worry about the problems he had before.

That's when a beautiful thing happened.

I saw a shift in his eyes. It was a small shift, but it was a start, and from that day on, as we continually made deposits to our relationship, Alden shifted day-by-day. Jamie and I both spent a lot of time with Alden, but most importantly we *maximized quality time*. Little by little, we saw improvement as he trusted more and as connection deepened.

Every parent knows when his or her child makes positive change. We don't need external benchmarks to prove this, but in Alden's case we happened to have external benchmarks. As mentioned, he was diagnosed with autism, he was close to failing in school, and he suffered



extreme night terrors.

Stunning change came within one year of applying the Board Meetings Strategy. *All of these issues were resolved* in that time.

The school psychologist retracted the autism diagnosis, admitting it to be a mistake, which is extremely rare. He went from failing to making the honor roll, and he was awarded the most improved student for the entire 3rd grade.

We were proud of his changes at school, but they were a small deal compared to the biggest change. The night terrors had stopped.

Beyond these benchmarks, Jamie and I noticed shifts in every aspect of his life. He was more relaxed, carefree, creative, and confident. He participated more in sports and friendships. He got along better with his brother. The list could go on and on, and *all this happened in just one year*.

Whenever I tell this story I get emotional. Throughout all the years of entrepreneurship, all the business-owners I've helped and taught, and all the investors I've created wealth for, nothing has been as rewarding as helping Alden feel better.

It's not even close.

It's important to also mention we got these results without medication and therapy. That's not what Alden needed. All he needed was focused and fun quality time that would make him feel appreciated and safe.

I would have given my entire real estate portfolio for the results we achieved with Alden, but I didn't have to, and neither do you.

I don't think I'd recognize the old Alden if I saw him now. Today he's a strong, capable, intelligent, and athletic young man. He's a voracious reader and is already helping me with my real estate business. He's well liked, well adjusted, and he's one of my heroes. When something needs to be assembled, fixed, or altered around the house Mom and Leland go to Alden for help before me!

If you think this story is amazing – and it's more amazing than I can portray – then I urge you



to take action and create your own remarkable story.

Your child might not have the same challenges Alden had, but regular Board Meetings can and will improve your child's life. I know this because every person on earth needs true connection, and quality time is the way to achieve this.

Great relationships start and end with *quality time*, but it has to be done the right way. As simple as the concept of quality time is, many of us don't intuitively know how to create outstanding quality time. This might seem like a sad statement, but Board Meetings International wouldn't exist unless it was true.

If Alden's story inspires you even a fraction as much as it inspires me, then I know you will want to learn, understand, and implement the Board Meetings Strategy.

It's great to be inspired, but this feeling is only the first part of the job. You still have to do it. Take action. Execute. Luckily, you're an entrepreneur, and this is second nature to you. Now it's time to apply it to your most precious relationships.

The last thing I want is for you to be inspired without a clear plan to implement this process into your own life. This is why the following sections of this book will explain exactly why and how this life changing strategy works.

To go beyond inspiration and into execution, please read on.

Three Steps to Connection – Board Meetings

When you think of a traditional board meeting, the first image that probably comes to mind is a boring 1980s style IBM conference room where a bunch of stuffed suits sit around a table crunching numbers and talking to each other like robots.

Luckily, things have started to change. The entrepreneurial spirit is catching on, and in many businesses, board meetings are occurring in more exciting places, often with fun activities involved. If you ask any of the company leaders using this new style of board meeting why they do it, they will say it shows appreciation and unites the team.

I couldn't agree more.



The purpose of a board meeting is to track results and reconnect the team, to prepare them for the next ninety days. Now, entrepreneurs don't always have board meetings, but many of us understand the importance of meeting with our biggest investors and clients on a regular basis.

I've personally experienced the power of this. By staying engaged with our top investors, I've raised millions of dollars for our real estate company. The consistency of these meetings deepens the trust I have with my investors, many of whom have become genuine friends. This experience has taught me that in business nothing can replace face-to-face meetings. The price of the occasional airline ticket to discuss an issue with someone is far more effective than Skype or conference calling will ever be.

The principle of consistent face-to-face meetings is effective in business, and it's even more important when connecting with your children. It's called maximizing quality time, and it's the whole point of the Board Meetings Strategy. We must treat our kids with the same level of respect that we do our top business associates.

Here's how it works: once a quarter you will have a Board Meeting with your child. It must be a minimum of four uninterrupted hours. After that there are only three steps to success. You must:

1. Be one-on-one with your child
2. Have no electronics
3. Do a fun activity of the child's choosing with focused reflection

The result of this mix of elements is a perfect combo – just like a peanut butter and jelly sandwich. Just like the sandwich you'll only see partial results if you only use part of the formula. By now, I'm sure you're asking yourself why the Board Meetings Strategy works so well. The simple answer is that it works because it is based on proven principles that work whenever applied.

But, I don't just want you to blindly take my word for it. I also want you to understand *why* the strategy works. Studies show that when we understand why something works we're far more likely to integrate the practice into our lives.

The next section of this book is dedicated to teaching you why by showing you the principles that ensure the Board Meetings Strategy will work for you.



Principles of Board Meeting Success

We apply principles in our lives every day — often without realizing it. For example, if you're committed to health you eat well and exercise because these are the proven principles of health and fitness.

The Board Meetings Strategy is based on a few well-proven principles.

Principle #1: That Which We Schedule Gets Done

We always schedule Board Meetings with each of our children because *what we schedule gets done*. It might sound silly to schedule a meeting with your child, but could you imagine not scheduling meetings with the top clients in your business?

Absolutely not.

It's time to give our children the same respect. Once a Board Meeting is scheduled with your son or daughter, then a big part of the job is already done. Don't get me wrong, there is a lot of work left to do, but this is a big hurdle to overcome.

There should never be a time when a Board Meeting isn't scheduled. At the end of each Board Meeting we recommend reviewing the next 3 months of your calendar and finding a four-hour block for your next Board Meeting. This ensures you build momentum from one Board Meeting to another.

On the other hand, if you don't schedule Board Meetings, they won't get done. This is bad for relationships and perpetuates disconnection. In fact, nothing is worse than promising quality time and then not following through. You'd be better off not bringing it up in the first place.

Don't let there be a scheduling gap. Make the scheduling ritual part of the Board Meetings process. Remember that consistency is key, and take advantage of this time tested principle.



Principle #2: The Power of 90 Days

The power of 90 days is one of the key principles of our Board Meetings Strategy. By having a Board Meeting with each of your children every quarter, you create a powerful habit.

Now, you may be wondering, “Why 90 days?”

Performance experts teach setting objectives in 90-day increments because it’s a proven interval to keep attention focused on an individual goal and to evaluate progress.

In this case, the goal is to build a relationship and grow connection with your child. 90 days is the perfect amount of time to maintain focus on this task and to evaluate progress from meeting to meeting.

Principle #3: Anticipation

Anticipating an event is always half the fun. If you don’t believe me, just think back to what it’s like being a child at Christmas, your birthday, or an annual family vacation. If you were like every other child on earth, then I know you got excited for those events.

In fact, research says that one of the most proven paths to create happiness is to plan a vacation. Notice I didn’t say *taking the vacation* was the key. Planning the vacation is more important for happiness. This is an example of the principle of anticipation.

Anticipation requires a bit of time to build and 90 days is long enough to build anticipation, without losing a child’s attention.

Kids disengage if separated from the event for too long. You will lose momentum in building your relationship if you wait longer than 3 months to hold each Board Meeting. Remember, our goal is to maximize quality time, and to do this we must sustain the right amount of anticipation.

You may be wondering why we don’t do Board Meetings every week if they’re so important.

Doing them too often doesn’t work either. We don’t want our children to take Board Meetings



for granted. If it's too regular it becomes mundane. Just as a birthday would lose significance if it were every week, so does the Board Meeting if it's held too often. We want to maintain the mood of a very special time between parent and child.

90 days is the magic number.

Principle #4: Reflection

The principle of reflection works in tandem with the principle of anticipation. Just as it's powerful to have something to look forward to, so is it powerful to have something to look back upon. Having a Board Meeting every 90 days is like having a pipeline of fresh memories and lessons to draw upon while building a relationship.

When running a business we reflect on the successes of the past for inspiration, to learn lessons, and to craft a strategy going forward.

It's important to reflect on Board Meetings for the same reasons. Reflection makes sure the lessons stick, the feeling is imprinted, and the anticipation is built further. 90 days is the perfect stretch of time to allow for powerful ongoing reflection.

Principle #5: The Power of Four Hours – Decompression

Four-hour increments are being talked about a lot lately, largely due to Tim Ferriss's books *The 4-Hour Workweek*, *The 4-Hour Body*, and *The 4-Hour Chef*. I have no doubt that Tim picked four hours for his title because it's a length of time that resonates intuitively with readers.

Four hours is also the magic interval for decompression – a vital process for creating connection. Decompression doesn't happen immediately, but 4 hours of uninterrupted time allows for decompression.

What does it mean to decompress? Well, the dictionary says decompression is 'relieving pressure or compression'. In other words it means relaxing and unwinding. This is the entire point of having at least four hours of uninterrupted time for a Board Meeting.

Relationship building happens when people are decompressed. If you don't believe me, try to



think of all those wonderful relationship-building moments you've had with your kids while on the phone rushing them to and from school.

Most parents try to hurry their quality time with their children, fitting it in between a text and an email while hovering over the kitchen table for a quick breakfast. This does not allow the parent or the child to decompress, and therefore doesn't work.

By following the 4 hours rule in your Board Meetings you will allow for decompression and be able to achieve connection.

Principle #6: The Magnifying Glass Effect

Just as it's easier to see small details under a magnifying glass, so it's easier to see the small details of your relationship when putting intense focus on it. This is what the Board Meetings Strategy does.

The magnifying glass effect will allow you to see your relationship for what it really is. The truth is always the best place to start. Just as you can't improve your finances or your fitness without first making an honest appraisal of the current reality, neither can you improve relationships without first seeing the problems.

Increasing the focused intensity of quality time will also prove to your child that they are your top priority. Now, this may seem obvious to you, but it won't be so obvious to them – especially if your actions don't support this idea.

You can tell them a million times that they're a priority, but words will never prove it to them as well as a single Board Meeting where you use all 3 steps to connection in unison. These steps, used together, create the true magnifying glass effect.

Now that you know underlying principles, it's time to discuss the 3 steps to connection, so you can implement the Board Meetings Strategy immediately and experience more connection with your child.



Step 1: One-on-One Time

Parents often forget that they must be one-on-one with their kids to create true quality time. This is a big problem because being one-on-one is a main ingredient of quality time.

One-on-one time has helped build wonderful parent-child relationships, saved marriages, and created world champion sports teams, and therapists and personal development experts worldwide base their philosophies and practices on the power of one-on-one time because. Across the board they find that communication opens up when two people are alone together.

We know it works, yet one-on-one time is often underused when trying to develop deeper parent-child bonds. As usual the most elegant solution is the simplest. To deepen connection, get one-on-one. The magnifying glass principle and decompression don't take effect unless there is one-on-one time, so this is the vital first step.

One-on-one time removes all other distractions, so the importance of your relationship is magnified. Your child might not use the same terminology, but they will love the experience. Perhaps you think the power of one-on-one time is painfully obvious, and it might be, but this doesn't mean it's widely practiced. Our interviews with hundreds of entrepreneurs have confirmed that, in fact, it's not.

It's so bad that many of the entrepreneurs we've spoken to could not remember a single moment of one-on-one time with their kids. The others could remember some moments, but most admitted they didn't have much one-on-one time. Very few had regular one-on-one time. Some think they're off the hook for one-on-one time because they have only one child. 22% of US families have one child, and often these parents think they're off the hook when it comes to one-on-one time.

However, just because you only have one child doesn't mean you're having one-on-one time, especially if you're a busy entrepreneur. This lesson was brought home by one of our retreat attendees².

This retreat (as all our retreats are) was experiential education based, and all the parent-child pairs that attended learned how to surf together.

2. Board Meetings International holds regular retreats with one parent and one child. For more information visit our website at www.boardmeetings.com



I will never forget Chaz and his mother Ali for a couple of reasons. First, the memory of Ali stepping out of her comfort zone and riding waves with her son was so inspiring to see, and not just for Brian and me. The children in the retreat *always* beam with pride to see their mom or dad give surfing a try.

Second, Chaz is a determined young entrepreneur who launched a DJ business shortly after leaving our retreat. We were proud to play a small role in helping Chaz prepare for entrepreneurship.

However, the reason Chaz and Ali are some of our most memorable retreat clients is because of something Chaz said to Brian during an interview. When I first heard the interview recording I was so shocked that I rewound and listened to his statement over and over.

As with all the child interviews, Brian asked Chaz about the quality time he spends with his mom. As part of that interview, Brian gave Chaz the definition of quality time, including the importance it being one-on-one.

When Chaz heard the definition he gave Brian a puzzled look and said, “Well, my mom works from home, so we really don’t get the chance to spend much quality time together.”

As an entrepreneur I can’t begin to tell you how impactful this was on me. I believe entrepreneurs have the best of all worlds – including the opportunity to work from home, so it rocked me to consider there was such a negative downside to my chosen career.

At first, I didn’t think Chaz’s answer made any sense. I thought perhaps he didn’t understand the question, but after listening to it a few times I realized it made perfect sense, and it pierced through me because I work from home. It made me wonder if my boys felt the same way.

Ali is a great mom and has a better relationship with Chaz than most parents do with their teens. However, Chaz shed light on this situation and gave us something we all needed to hear. Just because you work from home or have one child does not guarantee you’re spending one-on-one time with your child.

Now, some might wonder, “Won’t being one-on-one with my child take away from the family dynamic?” Absolutely not, and the best way to describe why is to share a childhood memory. I remember watching the New York Giants’ summer football camp as a child and seeing the team break up into small practice groups (just the offensive line, just the defensive line, just



the quarterbacks, just the running backs, and so on). After having their separate practices, they came back together to practice as a whole team.

These individual practice sessions help the team play stronger together by first separating the parts and strengthening them, which creates a stronger whole. This is exactly what happens when you spend one-on-one time with each of your children. Individual relationships grow stronger, which grows connection and contributes to a stronger family. There are a couple of reasons for this.

First, we know that children start developing individuality around the age of nine. Their self-concept becomes very important, so as parents we must recognize each child as an individual. Nothing works better to achieve this than one-on-one time. It shows our kids that we honor their individuality.

This increases connection.

Second, children often don't want to discuss a certain issue in a group setting. Only one-on-one time can maximize trust and intimacy enough to allow the child to speak about all topics.

Coming from a family of five children, I remember not wanting to talk about certain things in front of my siblings. By creating a special one-on-one space we encourage real openness between parent and child. This is true connection.

Breaking the rule of one-on-one time will remove the magnifying glass effect and render your Board Meeting ineffective. In fact, if you insist on bringing anyone else along, it's not a Board Meeting. One-on-one time is part of the definition of a Board Meeting and of quality time.

Step 2: No Electronics – Disconnect to Reconnect

Inviting electronics along for a Board Meeting has the same effect as bringing along another person. There must be absolutely no electronics during a Board Meeting, and failing to follow this rule will sabotage decompression and the magnifying glass effect.

A few years ago I had the pleasure of hearing Dr. Ned Hallowell of Harvard Medical School speak at a private event. I was amazed by the authenticity and power of his message.



He is a bestselling author, and after hearing him speak, my wife and I began reading his books and exploring his research on the phenomenon known as, ‘screen sucking’.

According to Dr. Hallowell, screen sucking means, “Wasting time engaging with any screen – for instance, computer, video game, television and BlackBerry.”

Dr. Hallowell explains the phenomenon like this, “Held by a mysterious force, a person can sit long after the work has been done or the show he wanted to watch is over, absently glommed onto the screen, not especially enjoying what he is doing but not able to disconnect and turn off the machine.” Sadly, most of us can relate to this empty feeling. Why on earth do we allow ourselves to get sucked in?

I’m not certain of the brain mechanism that allows for it, but I know it’s real. I’ve been a victim of screen sucking more times than I care to remember, and children fall prey to the same habit.

Like myself, Dr. Hallowell is not anti-electronics. He’s pro-connection. He’s done the research that proves the ill effects of too much screen time on a person’s mind, spirit, and relationships. His findings are extensive, and I don’t have time to explain them all here. Let it suffice to say that too much screen time is damaging for anyone, especially kids. Dr. Hallowell is a strong believer in disconnecting to reconnect, and so are we.

There are times to look at the screen and times not to. During a Board Meeting is the wrong time. It can be a delicate process to get everything just right to deepen relationships and experience decompression. One distraction from a text, a quick phone call, or an email will disrupt the focus of the Board Meeting. If you allow yourself to be distracted, your child will feel cheated and even secondary.

Have you ever been reading an email or talking on the phone when your child is trying to talk to you or ask you a question? Do you remember giving them an incomplete or incoherent response? Guess what: your child noticed your attention was elsewhere.

Some of you will say, “Yes, but my calls and emails are important.” I understand. So are mine. I’m not suggesting you stop taking phone calls or replying to your email. I’m suggesting you mustn’t take calls or open emails *while on your Board Meeting*.

The rule is simple: no texts, no emails, no calls, nothing. Your phone is off. Your computer is off. The TV is off. Screen sucking together in front of a TV is no better than screen sucking



alone.

To clarify, I'm not saying a family show or movie is a bad thing. There are times and places for that. We just don't want you to use your valuable Board Meeting time sucked into a screen. There are plenty of other things without screens you can do to strengthen your relationship during the Board Meeting.

The only electronic exception is this: toward the middle or the end of a Board Meeting it's a good idea to snap a photograph to commemorate the event. The photo can play an important role in the reflection process after the Board Meeting.

If your screen-sucking problem is serious, it would be wise to bring an actual camera rather than your Internet connected phone, or switch your phone into airplane mode before the Board Meeting begins. However you do it, just don't allow for any screen sucking behavior.

I know dropping electronics is a big step for many, but I promise you won't melt down, the world won't come to an end, and your business won't crash if you turn off your phone for a few hours to reconnect with your child.

Once you get into the habit, you'll find there's a freedom to turning off your phone. It feels great, and you'll likely start looking for more opportunities to do it.

After putting aside the electronics for Board Meetings, I finally established boundaries with electronics. Determining when and how often to check emails or answer my phone was a good start.

I soon realized that all my important emails and calls could easily be answered within the clear boundaries I'd outlined. Most importantly, no electronics during Board Meetings.

My boys always know that my phone is off during our Board Meetings. We've even made turning my phone off into a ritual that we do at the beginning of each Board Meeting. I'll say, "Okay, the phone is going off. Time for our Board Meeting." Or, I'll say, "Is my phone going to be on today?" They'll look at me with a smile and say, "Nope."

My young boys love it, and teenagers will also appreciate the commitment you're making, although they might give you a little hassle about having to turn off their own phones and personal devices. This is possibly a result of the bad example we've set.



The first time you put this step into practice it might feel awkward. You might feel anxious or stressed, as I did, but simply remind yourself that the world will not come to an end if you're disconnected for four hours while you reconnect with your child. Time and repetition will show you your stress was misplaced.

Turn off the devices. Turn off the phones. Turn off the personal messengers. Turn off the computer. You don't need them at that time. Draw your attention to what's important and put the magnifying glass on your relationship.

Step 3: Fun Activities with Focused Reflection

Tell me, I'll forget. Show me, I may remember. Involve me, I will understand.
~ Chinese Proverb

I'm a huge fan of 1980s comedy films, and one of my favorite is *Ferris Bueller's Day Off*. The classroom scene with actor Ben Stein teaching economics, without a doubt, made this movie legendary.

His monotone voice accentuated the classroom setting, with all the students bored out of their minds and in awe of how useless the class was. I still remember laughing hysterically in my chair in the Madison Theater at the age of twelve .

This scene was so funny because it's true. We've all had a teacher like that. We've all been in that classroom. We've all been put in a box and forced to "learn" while wanting to bite our own hands off because the lesson was so boring.

We hated it ourselves, yet for some reason we try to use this same ineffective approach in a feeble attempt to strengthen our relationships with our kids. We lecture instead of involving.

Whether we like it or not, all of us have sounded exactly like the Ben Stein character, and we've put our children in uninspiring environments when trying to get to know them better.

It just doesn't work.

The right environment is one of the most important parts of helping a child open up. The same is true for adults, but unfortunately, we are usually too proud to admit it.



By implementing step 3 (fun activities with focused reflection) we get the environment working for us. Then the magnifying glass principle really takes effect.

When you use this approach, you'll stop sounding like Ben Stein or Charlie Brown's teachers. Instead, you can start connecting with your kids while having fun. Yes, you (but more importantly your child) will have fun while on a Board Meeting.

There's a common misconception that kids find adults boring, but children love adult company when having fun together. This might sound unbelievable to you, as a lot of kids have built up an aversion to adult company.

It seems like a parenting fact of life, but this aversion is the simple result of the fact that most of their interactions with adults suck.

What if, rather than forcing kids into a box where they don't want to be (which creates separation between parent and child), you let them choose something they love to do? What would happen if you just spent time with them in that space?

They open up and connection flowers.

A fun activity with focused reflection is the foundation of experiential education, and it's the 3rd step of the Board Meetings Strategy. Any parent can use this step as a vehicle to having the relationship they've always wanted with their child.

We must choose this intentionally in a world that doesn't promote it.

There are opportunities for plenty of chances for entrepreneurs to develop on their own, and there are equally as many chances for children to develop on their own, but there is nothing available for entrepreneurs and their children to develop together.

Until now that is.

Experiential education was the purpose of the original surf trips that inspired Brian and I to create this movement. In the inspiring environments we travelled to surf, Brian and I developed the life and character skills that helped us in business and in our personal relationships.

We had no tests or certifications on those surf trips, but we built businesses, learned valuable



lessons, and improved our personal lives more than we ever could have through formal education.

Experiential education is effective, so why don't we always use it instead of the boring old methods of traditional education, and why isn't experiential education used for relationship building?

To quote Al Pacino from the movie *Scent of a Woman*, when he was asked why he didn't take the right path for a better life, "It was too damn hard."

Experiential education takes more planning, more effort, and more creativity. It's hard, but the rewards are undeniable. Any expert in the field of education would tell you that lectures are less powerful than experience, yet as parents our usual approach is to lecture kids at the kitchen table.

Is this affectionate or effective? Think back to when you were a kid and try to remember how effective it was for you and how much affection you felt as your parents and teachers lectured you. It didn't work for you, and it doesn't work for your kids.

Experiential education, which is the foundation of step 3 in the Board Meetings Strategy, turns this around. It's against the norm, and most people will never do it, so when you do it on a Board Meeting, you're breaking the mould and sending your child a powerful message that connection with them is important.

It's not difficult or complicated, though. All you need to do is have a fun activity with a focused reflection.

Here's how it works: for every Board Meeting, your son or daughter selects a fun activity to do together. It has to be something of their choice, not yours.

Personally, I love surfing, but just because I'm a surfer you don't have to go surfing with your son or daughter. The activity has to be something they want to do and that they're happy doing – not something that only you love.

If you like car shows and your child has no interest in car shows, you're not going to drag them to a car show for a few hours and consider that a Board Meeting, saying to yourself, "Wow, isn't it great that we bonded."



No. This will only perpetuate disconnection. *They* get to choose the activity, and it doesn't have to be anything too fancy or expensive.

By letting your son or daughter choose the activity, they take immediate ownership of the Board Meeting. They feel like they're doing things on their terms, and this helps build a new layer of trust.

This is especially helpful for parents that don't have strong relationships with their teens, who might be reluctant (or flat out refuse) to do something together with their parents. Letting them choose the activity helps.

Letting them choose is also a great way to find out more about your son or daughter's interests, which can change quickly. One minute they're interested in children's movies, then teenage pop stars, and then pro football.

By giving them the right to pick the activity, they will buy into the concept. More importantly, decompression occurs when they get to do a fun activity of their choice. As the old saying goes, "Once you get someone laughing, you can tell them almost anything." Having a relaxed, decompressed, and happy child makes the Board Meeting successful.

By sharing a fun activity together, you will set the stage for focused reflection, opening the lines of true communication to establish a deeper relationship.

This is where true magic happens.

The Power of Focused Reflection

The focused reflection period is where everything comes together. It might sound daunting, but it's simply the time at the end of your Board Meeting, which is set aside to have open dialogue with your son or daughter.

By this time, the magnifying glass is fully focused. You've shared a fun activity together and probably had a meal. You're both decompressed, so this is the time for you to really connect with your child.

Many parents get nervous about having focused reflection time with their children, but it's



easier than you think. It can be as short as five minutes. In fact I recommend keeping it short, especially when starting out.

It was the focused reflection, after a fun activity with Alden, when I gained his trust and attention and was able to help him understand and believe that he would be safe, but it wasn't what I said that allowed him to open up to me. *It was what I did.*

Remember that *you've already won* just by going on the Board Meeting, so there's no pressure to say the right thing during focused reflection.

In fact, there is a risk in *saying too much*, which may sabotage the trust built up during the Board Meeting.

After spending several hours participating in a fun activity with your child you are both open to real connection. The last thing you should do at that moment is run through a list of fifty lectures you've been meaning to give your child.

This is a sure way to disrupt the magnifying glass effect of the Board Meeting and perpetuate disconnection. The focused reflection is not a heavy lecture time. You have already said plenty by being there.

In experiential education, the idea is to develop a lesson or discussion from the activity you experience together. The more developed and practiced you are at this the more you can tailor your lesson to the experience, but when just starting out the best icebreaker is to ask this basic question:

What was your favorite part of the day, and why?

This question helps open kids up in ways you won't expect. I've used this question with great success on my Board Meetings, and I'll share one such example below.

The key is to not fixate on or worry about the conversation you'll have. You want open communication to happen during the focused reflection, not pressure.



Kids may shock you by what they open up about after you ask that question. Many parents (especially of teenagers) have told me the conversation during focused reflection often goes way off course into deeper subjects the parents never thought their teenager would bring up – things such as sex, drugs, and peer pressure. Parents are often shocked, but I'm not because I know how powerful quality time is.

Connection is magic.

If kids start to share these serious topics, the best way to support them is to just listen, or to give an example of when you were similarly challenged at their age.

Don't try to be a superhero. Let them know you had challenges, that you were afraid, that you had friends that made you feel unwanted, or that you had issues at home. Tell the truth. They'll feel more relaxed and look at you more as a person and less as an overbearing parent if you do.

Now, I've just finished telling you there's a great chance your child will open up in ways you never thought imaginable, but I want to warn you against *expecting* your kids to open up immediately, especially during the first few Board Meetings.

A heavy expectation about opening up could even ruin the experience because you might pressure them. This will kill the moment. Just be there for them, create consistency and trust, and ask them that simple question, "What was your favorite part of the day?"

I've just finished explaining all 3 of the Board Meetings Strategy steps, which when used together create a powerful quality time experience. Now, I'd like to show you exactly how it works in practice by telling you the story of one of Leland's Board Meeting.

The Board Meetings Strategy in Action – Leland's Story

I can't think of a better example to illustrate the 3 steps to connection than a Board Meeting I recently had with my younger son, Leland. I want to tell you this story because it shows how all 3 steps work and it shows the resulting connection and learning that followed by following the 3 steps.

As you know, the child must choose the Board Meeting, so I was a bit surprised when Leland



chose to go to the St. Augustine lighthouse for our Board Meeting.

His brother had chosen the lighthouse for a Board Meeting not long before and was raving about the experience of getting to the top, which must have been the reason Leland wanted to do it.

However, the lighthouse is about 165 feet high, and the only way to get there is by climbing the stairs. Leland has a fear of heights, so when he chose the lighthouse for our Board Meeting I was surprised. Still, I thought it was a great idea and was interested to see how the experience would play out.

The Board Meeting started out as they all do. Leland and I got together and for the ritual of turning off electronics. I said my famous (predictable) joke, “Is my phone going to be on today?”

“Nope,” Leland answered with a smile.

After turning off the electronics we said our goodbyes to Jamie and Alden and hopped in my car. As we crossed the bridge into St. Augustine I was getting curious as to whether or not Leland would climb the lighthouse, as he was starting to look a bit nervous. His fear of heights is well known in our family, and Jamie even mentioned to me before the Board Meeting that she wasn’t sure if he’d do it.

Jamie and I discussed it and agreed it was a great chance for him to give it a try. I certainly wasn’t going to say to him, “You’re scared of heights. Are you even going to climb the lighthouse when we get there?” Instead, Jamie and I agreed the best thing to do was to go along and see what he’d do.

Sure enough, his nervousness grew as we got closer, and as we pulled into the parking lot he started freaking out. I simply reassured him that this Board Meeting was *his* choice and that I wasn’t going to force him to do anything. Still, I sensed he wanted to overcome this thing. Why else would he have chosen the exact thing he’s scared of?

I gently suggested, “You chose to come here Leland. You don’t have to do anything, but what if we just went up to that first level? We don’t have to go the whole way.” The stairs to the top of the lighthouse are split with landings all along the way, and I knew they’d make perfect resting places.



It took him a while to consider the options, but finally he agreed to walk up the first set of stairs to the first landing. Once there, we sat down and took a break. Again, I gently suggested we could go up one more set of stairs or go back down. Again, he timidly (although a little less so) agreed to give it a try.

We continued in this way, flight after flight, and finally, after climbing several sets of stairs, we were close to the top. I said, “We’re closer to the top than the bottom. Now that we’re this close do you want to just go all the way up before walking back down?” By then he was feeling confident, and he agreed with more gusto than before.

Eventually, we reached the very top, where we were overtaken by the breathtaking view. Leland was thrilled with the beauty, but his thrill at the view was nothing compared to his pride at going all the way to the top. The Board Meeting was already a huge success, and we savored the moment for a while before heading back down.

To my surprise, Leland wanted to climb it again the moment we got to the bottom. This was a different kid than the one who arrived at the lighthouse less than an hour before! He had no fear on the second climb and we did the whole thing without stopping. We descended again, and sure enough he wanted to climb it again!

Luckily for me (I was getting tired) the lighthouse keepers had stopped climbing for the rest of the day due to threat of lightning.

I breathed a sigh of relief and Leland mentioned that since we couldn’t go up again he was ready to go to his favorite café, where we’re already agreed we’d go after the lighthouse.

As we always do on a Board Meeting, we shared a meal together, chatted, and enjoyed each other’s company. We talked a lot, but this meal was not yet the focused reflection time.

We have a ritual for the focused reflection. It comes after we eat, and often (depending where we are) we go to Leland’s favorite beach and climb on the rocks, where you can hear the waves as they crash.

We climb onto the rocks, relax, and have a chat. In the early days the focused reflection would start with me asking him what part of the day was his favorite, but now that we’re dialed into the process I don’t even have to ask him. He starts talking spontaneously.



On this day the theme was apparent, and we moved gently into a conversation about overcoming fears. Leland asked me if I'd ever been scared. Imagine that for a moment. To kids, we seem so bulletproof that they even assume we don't get scared.

Notice, I didn't force him into an awkward conversation. This was a perfect chance for real vulnerability because he asked me. This is a lot different than a lecture. He had just finished overcoming a fear, and he wanted to know about my life experiences.

I thought about it for a moment and told him about several times when I was afraid. I also explained that fears are normal, that we will always have them, and that we can overcome them by taking small actions just like we did at the lighthouse.

What I didn't do was try to pack in 50 more lectures about all of the little ways I think Leland could improve, nor did I drone on and on. The focused reflection took only a few minutes, and when he was ready, we walked back to the car and headed home.

I couldn't have scripted the Board Meeting any better if I'd tried. Experiential education for the win. I could have told him 1000 times that he has to face his fears, but it wouldn't have had 1/1000th the effect the Board Meeting did.

It's bound to happen naturally like this when you set the child up for success by having fun, which gets the endorphins rushing through the brain. It works because they're open after the fun.

Leland was happy and energetic for days after because of his revelation about overcoming fear. It wasn't just him, either. Jamie and I both beamed with pride when my business partner Brian asked him about his Board Meeting, and he responded with a heartfelt (and elegant I might add) talk about the importance of facing one's fears.

Once again, the simple Board Meetings Strategy had a lasting impact on a young child and his family. Leland developed a stronger character that day, and I saw this brave boy in a whole new light – not to mention that I was proud of the role I played in helping him overcome his fear.

I hope this little story helps demonstrate how a Board Meeting works and why quality time can be so powerful, but before I close out this story, I'd like to offer one small warning.



Not every Board Meeting will have this obvious of a lesson. Don't expect it or put pressure on it being that perfect. The process works even if it's not this picture perfect, and the relationship builds even if it doesn't play out as perfectly as this script did.

Top Tips for a Successful Board Meeting

There are several ways a Board Meeting can be sabotaged, and if you're not prepared to execute the Board Meetings Strategy with consistency, love, and passion, it could become meaningless just like any other empty ritual. If incorrectly executed it could be just another thing your kid feels forced to endure. We don't want that to happen, so I'd like to share with you the top ways to ensure successful implementation of the Board Meetings Strategy.

First, you must be *totally present*. No matter what, don't concern yourself with other matters during the Board Meeting. Anything else can wait a few hours. Just focus on what you are doing with your son or daughter.

This may sound easy, but it's not always so easy in practice.

Consider that the day of your Board Meeting might be the same day you lose a big contract. Or, perhaps it will be the day your father tells you he has cancer, or it might be the day you receive a phone call from your child's principal about bad behavior.

Even if none of these happen, other big pressures come at us every day as entrepreneurs. These are a fact of entrepreneurial life, and if you waited for no pressure before giving your child your full attention, you'd never do it. Turn off the phone, make a real effort to turn off the voices in your mind, and focus on your child.

Second, you must *drop your guard*. This might be tough because you may not even realize your guard is up. There's even a chance that your guard is habitually up. Perhaps there's been a loss of trust between you and your child. It's far more common than we care to admit. Be aware of how you're feeling, and if your guard is up, drop it during the Board Meeting.

One of the biggest findings in psychology over the past few years has been the power of vulnerability. Brene Brown's 2010 TED talk went viral and set the stage for the vulnerability revolution. Wherever true vulnerability is practiced we see relationships growing, strengthening, and improving, but like other revolutions, many people have never heard of the vulnerability



revolution. Perhaps you're one of these people. Now's the time to change that. Drop your guard, open up, and enjoy true communication.

Third, *don't cram in too much content*. I know we all have 50 lectures lined up that we believe our kids need to hear, but lecturing is probably the surest path to losing their trust and any interest in future Board Meetings. Keep the focused reflection light (especially at the beginning). You've already spoken volumes without saying anything just by spending quality time together.

If you treat the Board Meeting with a 'to-do list' mentality, you'll lose them the first time. It's all about creating space. As trust is built, conversations will happen.

Fourth, it's important that you *say what you're holding back*. This is something you'll only understand once you're in a Board Meeting. What often happens (in my experience and our clients) is that once you've set this time aside, had fun together, eaten a meal, and had a focused reflection, you will end up reaching a moment of emotional clarity where you want to say something meaningful.

Say it.

If you hold back when that opportunity comes you'll regret it. Why? Because vulnerability must be met with vulnerability. If your child trusts you enough to be vulnerable, you must reciprocate.

Have you ever confided in someone, and then regretted it afterwards? Have you ever opened your mouth and been met with a blank stare rather than empathy and reciprocal vulnerability? If you haven't, you're lucky because this is an awkward feeling, but if it has happened to you, I'd wager that you stopped being open and vulnerable with that person from that moment on.

Have you ever heard a child or teenager say of their parents, "They just don't understand?" Of course you have. You've probably even said it yourself. The feeling of being misunderstood by one's parents is widespread, and it's usually due to a vulnerability gap. The only way to let your kids know you do *understand* is to be vulnerable. This means saying what you're holding back.

That authentic statement of love and appreciation you're thinking about (but hesitating to say) could be the game changer in taking your relationship to a new level.



Fifth and last, you absolutely must *have fun* on your Board Meeting. Our experience has taught us that this is a common denominator for successful Board Meetings. The ability to have fun with your children is priceless when developing a deeper connection.

If you can't let go, relax, and enjoy yourself with your kids, they will notice, and even if you're in an environment they like, they will notice your stiffness. They may even feel slighted by your inability to have fun with them. They will get the sense that you'd rather be somewhere else. Sadly, many of us have simply forgotten how to have fun, or perhaps we only know how to have fun in an "adult way" – like having drinks with our friends.

One of the best things about having children is that they can teach us to have fun in their way, but to let that happen we must relax, let go, and accept them as our teachers.

Many of us can't imagine letting ourselves be guided by a child because we're accustomed to our role of guiding them, but there is nobody more qualified to teach fun than a child. Every single child is born with a PHD in fun.

Let them be your teacher.

They will love and respect you for letting go and playing with them. Don't do it for them, though. Do it for you. Do it because play feels good. Having fun is vital to a successful Board Meeting, so get into your fun zone the moment the Board Meeting starts.

I'm confident that, if you follow the three steps to connection and remember these simple rules, you will have an incredible quality time experience with your child.

Taking Action

My goal in writing this book is to give you the tools and the knowledge to maximize quality time with your child using the Board Meetings Strategy.

We've discussed real life examples of how the Board Meetings Strategy works. We've discussed *why* it works, and we've discussed each of the steps in detail. You know why you must do it, and I'm certain you value your relationship with your child, so you're ready to do it.

Still, I know some readers won't do it, even with all the benefits of the Board Meetings



Strategy. This makes me sad because I know what it can do for every parent and their child. I've experienced it myself.

Here's what I suggest: right now, at this very moment (yes now), stop and take a look at your schedule. Now take a look at your child's schedule. Find a day that works for both and schedule a Board Meeting.

Do it now.

Schedule it, and then re-read this book a day or two before the Board Meeting. Re-reading will ensure you remember how to execute every step of the Board Meeting. Then, when the day of the Board Meeting comes, simply enjoy it.

We would love to hear from you after your first Board Meeting. Please feel free to contact us at info@boardmeetings.com to tell us your story and get helpful feedback (if you like).

The current story is coming to an end, but we have many more to tell. I invite you to continue engaging with us as we work towards our goal of transforming parent-child relationships around the world. If you have any questions about the Board Meetings Strategy please check out our website at www.boardmeetings.com or email us at info@boardmeetings.com.

Finally, I'd like to offer you an invitation. If you found any of the information in this book useful, then I'd like to invite you to learn about our live retreats. Simply visit www.boardmeetings.com to learn more or register for an upcoming retreat.

While the Board Meetings Strategy is a lifetime tool for connecting you with your kids, our live retreat is an experience that every parent-child pair must have at least once. Using masterminding and experiential education, families that attend our retreats form lifetime bonds with other entrepreneur parent-child pairs. Perhaps more incredible, parent-child pairs consistently report 'seeing each other in a new light'. Oh, and it's guaranteed to be a ton of fun in a gorgeous location – every single time...

Thank you for your care and attention. See you in the surf. ☺

Sincerely,
Jim Sheils
Co-Founder



Board Meetings
International