

The D.A.D. Method

The core coaching methodology behind every program, sprint, and course

Foundation → Presence → Impact, through Develop, Anchor, and Distill

Develop, Anchor, Distill (D.A.D.) = the three things every intentional dad is building at home, in every season. It's the acronym you'll see across the brand: courses, sprints, lead magnets, and marketing.

Foundation, Presence, Impact = the three phases of a dad's growth, from finding your footing to shaping fatherhood for the next generation.

Each item inside the grid is a specific, practical behavior, something you can actually start doing this week.

Your D.A.D. Edge: *which square in this grid feels most uncomfortable right now? That's usually where the coaching work starts.*



Develop

Building real skill and confidence, in yourself and in your family, so you're equipped for the role instead of guessing your way through it.

Anchor

Being the steady, grounded point your family can count on. The presence, trust, and attention that turn a household into a family.

Distill

Cutting routines and habits down to what actually works, so your best shows up consistently, not just when things are calm.

Impact

The Impact phase is about extending your growth outward, into your family, your community, and the next generation of dads around you. You're not just showing up for your own household, you're shaping what fatherhood looks like for others too.

A dad in the Impact phase DEVELOPS by expanding his influence and building a culture of growth that reaches beyond his own household. Here's how:

- **Pushing Your Edge:** Leaning into your own D.A.D. Edge, a hard conversation, a new habit, an old pattern you're breaking, instead of settling into what's comfortable.
- **Using Your Voice:** Advocating for your family and for other dads, speaking up for what's right even when it's inconvenient.
- **Owning the Call:** Making choices that reflect your values and your family's needs, not just what's expected of you by others.

A dad in the Impact phase ANCHORS by becoming a steady point of connection for others, reaching beyond his own four walls. Here's how:

- **Making Room at the Table:** Making sure every voice in your family, including the quiet ones, is heard and valued.
- **Building Your Circle:** Connecting with other dads and families, creating a network instead of navigating fatherhood alone.
- **Paying It Forward:** Sharing what you've learned with newer dads, passing along what actually helped instead of letting it end with you.

A dad in the Impact phase DISTILLS by cutting through what's normal and drawing on outside perspective to find what's worth keeping. Here's how:

- **Questioning the Default:** Questioning the "that's just how it's done" habits you inherited, and choosing intentionally instead.
- **Model It Forward:** Living in a way your kids will actually want to repeat someday, since they're watching more than they're listening.
- **Staying Curious:** Reading, listening to other dads' stories, and bringing new ideas home instead of running on autopilot.



Presence

The Presence phase is about establishing a steady foundation of consistency. This is where a dad's values, habits, and self-awareness become dependable, showing up day after day even when life gets loud.

Develop

Building real skill and confidence, in yourself and in your family, so you're equipped for the role instead of guessing your way through it.

Anchor

Being the steady, grounded point your family can count on. The presence, trust, and attention that turn a household into a family.

Distill

Cutting routines and habits down to what actually works, so your best shows up consistently, not just when things are calm.

A dad in the Presence phase DEVELOPS by creating a stable, supportive environment and drawing on his own experience to lift up his family. Here's how:

- **Spotting the Spark:** Seeing your kids' (and your own) strengths clearly, and giving them chances to stretch into them.
- **Building the Team:** Building a household where everyone has a voice, from chores to weekend plans, so ownership isn't just yours to carry.
- **Drawing the Map:** Giving your family a clear sense of what matters and what's expected, so everyone knows the path instead of guessing at it.

A dad in the Presence phase ANCHORS by deepening the relationships he's already built and making belonging a daily practice. Here's how:

- **Calling It Out:** Naming what you see, "I noticed how hard you worked on that," builds connection faster than any big gesture.
- **Investing the Time:** Putting real time into understanding your partner's and kids' goals, worries, and interests, not just their schedules.
- **Sitting With It:** Meeting your family's emotions, a bad day, a meltdown, a frustration, with understanding before you move to fixing or correcting.

A dad in the Presence phase DISTILLS by refining his routines and leaning on experience to show up more effectively. Here's how:

- **Staying a Student:** Continuing to build your skills as life and your family change, instead of assuming you've already figured it out.
- **The Weekly Reset:** Reviewing what's working and what isn't in your routines, mornings, transitions, screen time, and adjusting instead of white-knuckling through.
- **Raising the Floor:** Creating a home environment where your family feels supported and capable, not just managed.



Foundation

The Foundation phase is where fatherhood identity begins to take shape. This phase is about recognizing your values, your "why," and the kind of dad you want to be, before the daily work of showing up begins.

Develop

Building real skill and confidence, in yourself and in your family, so you're equipped for the role instead of guessing your way through it.

Anchor

Being the steady, grounded point your family can count on. The presence, trust, and attention that turn a household into a family.

Distill

Cutting routines and habits down to what actually works, so your best shows up consistently, not just when things are calm.

A dad in the Foundation phase DEVELOPS by laying the groundwork for growth in himself and his family. Here's how:

- **Growth Mindset:** Shifting from "I don't know how to do this" to "I'm learning how to do this," so you can embrace the mess of early fatherhood instead of being paralyzed by it.
- **Building Your Toolkit:** Seeking out the books, communities, and coaches who've walked this road before you, so you're not figuring it out alone.
- **Naming What You Need:** Knowing what you need, rest, help, or space, and speaking up for it instead of quietly running on empty.

A dad in the Foundation phase ANCHORS by laying the groundwork for the relationships that will define his fatherhood journey. Here's how:

- **Finding Your People:** Seeking out other dads or coaches who can offer guidance, perspective, and encouragement as you find your footing.
- **Checking In:** Asking your partner, your kids, or your community how you're actually showing up, and being willing to hear the answer.
- **Micro Moments:** Starting with brief, consistent moments of connection, a five-minute bedtime story, a car ride conversation, rather than waiting for the "perfect" opportunity to bond.

A dad in the Foundation phase DISTILLS by cutting through the noise, seeking guidance, and setting a clear direction. Here's how:

- **Building Reps:** Developing the practical and emotional skills fatherhood demands, from patience to conflict repair to basic caregiving, one rep at a time.
- **Rolling With It:** Expecting that plans will change, they always do with kids, and building the flexibility to adjust without losing your footing.
- **Taking the Debrief:** Treating a rough day or a hard conversation as information, not a verdict on who you are as a father.