

THE IRON BRIEFING



JANUARY 2021

THIS MONTH'S SCRIPTURE:

"Therefore we do not lose heart. Though outwardly we are wasting away, yet inwardly we are being renewed day by day. For our light and momentary troubles are achieving for us an eternal glory that far outweighs them all. So we fix our eyes not on what is seen, but on what is unseen, since what is seen is temporary, but what is unseen is eternal."

2 Corinthians 16-18

When things appear to get stressful in your business, remember that it is TEMPORARY. As a believer, Jesus is renewing us day-by-day.



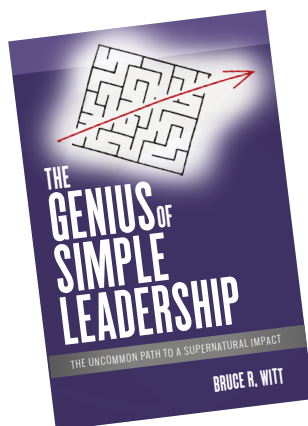
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THE VIRTUAL FORUM

Please join us in celebrating more than 30 men that have attended our new Virtual Forum. The Virtual Forum is scheduled for the 3rd Friday of every month from 7:30-11:00 am. This Forum is designed to build community for men who can't join an existing Forum as well as to help us launch new Forums in distant locations. Do you know a business leader who would be able to attend a Virtual Forum? Contact **Mark Pugh** at mpugh@ironforums.org.

The Momentum of Trust

Resource submitted by Bruce Witt, Iron Forums Cobb Facilitator



"The first job of any leader is to inspire trust. Trust affects speed and cost. When trust goes down speed goes down and costs go up. When trust goes up, speed will also go up and costs will go down." — Stephen Covey

Trust is important — and it is not bestowed by a title, but rather, proven by experience that demonstrates integrity and consistent decisions among leadership. In my book, *"The Genius of Simple Leadership,"* I cover three levels of trust that leaders can apply (shown below). If you are interested in the book, I can get you a copy, but my prayer is that you will take a moment to consider how important it is to build, grow, and promote TRUST in your company.

Building Personal Trust

Keep growing in your walk with the Lord
Exhibit integrity, honesty, and faithfulness
Grow competence in skills
Purpose-centered on others

Growing Relational Trust

Be forthright and open
Value and respect
Seek to understand
Listen and give grace

Promoting Cultural Trust

Who you are
Why you exist
Where you are going
What you are doing
"How" is as important as the "results"
"With" brings it all together



COMMUNITY!

Leaders living the Gospel
"up front" among others.

Iron Forums members have a HUGE opportunity to impact not only their family and business, but the community in general.

Gary Liu got involved with a community event when a fellow business owner, Quinn O'Neal, called and said he was putting a golf tournament fundraiser together "LAST MINUTE" for a good cause. The local high school's starting QB, Jake Hall, lost his father, Jeff, suddenly at age 50. To make matters worse, Jeff died when insurance lapsed between jobs. Gary knew he could call his Iron Forums brothers and quickly field a team – rain or shine. Yep, it rained... but God blessed the effort. Thanks for leading well, Gary Liu!



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TRACTION TIP

Most business owners are eager to see a lot of things happen in their business each year. So eager that they often attempt to do too much, which results in very few of the goals actually being achieved for the year. This lackluster performance is likely due to one of two reasons.

First, a lack of commitment by others on the team. The owner is typically a Visionary who sets high and lofty goals. Meanwhile, others on the team aren't asked for their ideas or input, or don't speak up. So they just go along, following the leader with no buy-in. They agree, but don't own the goals.

The other reason is that too many goals are set. The Visionary has many ideas; but when it comes to getting things done, it's up to the rest of the team to make it happen. Chris McChesney, author of *The 4 Disciplines of Execution: Achieving Your Wildly Important Goals*, writes, "Many teams have multiple goals—sometimes dozens, all of which are priority one. Of course, that means that nothing is priority one." The more goals you set, the less likely it is that you achieve any of them.

One of the leadership abilities taught in EOS® (Entrepreneurial Operating System) is "Simplify." We encourage leadership teams to set fewer goals — no more than seven. With everyone focused on achieving these goals for the year and holding one another accountable, more progress is made as the company advances and grows.

Would you prefer to be wildly successful, achieving one or two goals that line up with the core purpose of the business, or make lackluster progress on a dozen goals? If you are interested in talking about setting the right goals and ensuring that they are achieved, I'd love to help. **Brent Stromwall** at bstromwall@odigos.llc.

MEMBER SPOTLIGHT:
Josh Carper

Wife: Rebecca (married 9 years)

Children: Lucas (6), Cylus (4), and Ava (16 months).

Church: 12 Stone Buford

Forum: North Gwinnett

Please share about your business.

Gorilla Technologies provides software and technology solutions to the hospitality industry. We provide point of sale systems and other services to restaurants and other companies.


What's your favorite part of the Snapshot?

My favorite part of Iron Forums Snapshot is the opportunity it gives us men to come out of isolation and share intimate details about all aspects of our lives with other men fighting similar battles. I have grown close to the men I regularly meet with. These brothers have played a critical role in my relationship with Jesus, my relationship with my wife, my relationship with my children, and the decisions I make leading my business. Going through our Snapshots has required a



sacrifice of time and a willingness to be vulnerable, for which I am rewarded daily spiritually, relationally, and also financially.

How Has Iron Forums improved your life?

I initially joined Iron Forums to be among other Godly men that also own a business. My company has certainly benefited over the years, but I firmly believe this was not due to amazing "business" advice. I have learned owning a business uniquely tempts me to make my business the center of my life. These men in Iron Forms have helped me navigate truth and lies and center me on Jesus. As a result, I am a better husband and father. The impact of that in my life has had residual gains in my business. I have certainly received some good business advice; but the most life-changing improvement in my life have been how Iron Forms has impacted my relationship with Jesus, Rebecca, and my children.

NEW ALLIANCE PARTNER:

The Leadership Team is in the process of forming a new referral partnership with 4Word — an organization similar to Iron Forums, but serving women in business.

As stated on their website, "4word leads, connects, and supports women in the workplace to help them achieve their God-given potential with confidence."



We hope to help them start new communities where we are. Perhaps your wives or female business team members would be interested! In the meantime, check out our podcast with the founders on IronForums.org, or connect at 4WordWomen.org.