

THE IRON BRIEFING



FEBRUARY 2021

"But thanks be to God, who always leads us in triumph in Christ, and through us reveals the fragrance of the knowledge of Him in every place."

— **2 Corinthians 2:14 (NASB)**

As we face many challenges and many unknowns in the future, we can have confidence that Christ will always lead us in victory!

Book Recommendation

by David Trine

Dark Clouds-Deep Mercy by Mark Vroegop is one of the most unique books I have ever read. The book's sub-title is *Discovering the Grace of Lament*. Have you ever wondered whether it is OK to cry out to God about your hurts, your questions or even your doubts? As men, I think we have this idea that when we have trials and tragedies in our lives we are supposed to be macho, deal with it, not show any emotion, and not even talk to God about it. However, if you read the Bible you see a different response. This book teaches you the power and necessity of lamenting, and will help you navigate through your own trials, and prepare you to counsel others going through difficult times.



Coming in 2021: "Andrew" of the Year!

In John 1:41, the first thing Andrew did after his personal encounter with Jesus was to find his brother Simon Peter and tell him, "We have found the Messiah" (that is, the Christ). Andrew was so excited after meeting Jesus, the first thing he did was share the news with his brother! As we embrace our calling to be men who reach and invest in other men, Iron Forums wants to honor a member each year who faithfully models our Andrew Principle. Our first "Andrew" of the Year will be named in December 2021 and will be awarded a 2-night stay with his wife in a local Ritz Carlton. So, consider getting your wife involved in helping you reach out to other entrepreneurs!



While we have and will continue to have an excellent marketing strategy and online presence, we know it to be true that most men come into our community because of the invitation of another man. As God brings men to your mind, simply let them know about how God has used Iron Forums to impact you and then connect them with your facilitator. The Holy Spirit will do the rest!

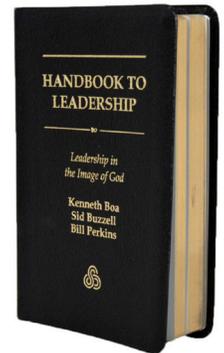
Essential Truth "The First 15"

Older generations called it the "Morning Watch" — a nautical term meaning from 4 to 8 a.m. on board a ship. Many today call it the "First Fifteen." Both terms spiritually translate to "start your day with the Lord of Lords."

Think about a child of the King who has unlimited access to his Father's love and power each morning, sharing the same "Temple" with the King of Kings, and consistently able to seek and gain His wisdom. What kind of a relationship would this behavior foster? How would your life be different if it was you?

Iron Forums strongly encourages each man to take this truth of starting their day with God and make it a reality. The *Handbook to Leadership*, by Ken Boa, is one way among many, to do just that. This book will always point to scripture in order to build you up in leadership.

Start with a heart that wants just 15 minutes with Jesus. Don't be surprised when that time grows to fill more and more of your "Morning Watch!"



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TRACTION TIP**PREDICTING**

"The best way to predict the future is to invent it." Nope, this isn't a quote from Abraham Lincoln, but Alan Kay. The converse is from Yogi Bera, "If you don't know where you are going, you'll end up someplace else." So, where are you headed with your business? Does everyone on your leadership team know where you're going? Are they, and all your staff, onboard to help get there?

The people in a business running on EOS® are. Their leadership teams create the vision and then communicate it *over and over again*, ensuring that it is "shared by all." Why? Because we all believe what Patrick Lencioni wrote, "If you could get all the people in the organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time."

It takes more than a 10-Year Target™ — the vision needs to be broken down into achievable chunks, because "The best way to eat an elephant..." OK, no more quotes... I promise.

Imagining the business in the 3-Year Picture™, setting your 1-Year Goals, and then assigning company and individual Rocks (90-day objectives), sets the business on course to achieve the future you want. Now you need to monitor progress against them on a weekly and quarterly basis, verifying that the owner of each Rock is on track with it.

Be intentional, otherwise, your life will merely be accidental.

(You can quote me on that.)

Brent Stromwall
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MEMBER SPOTLIGHT: **Robby Robinson**

Wife: Sandy (married 22 years)

Children: Taylor (17)

Church: Browns Bridge

Forum: Alpharetta

Please share about your business

I'm a residential real estate broker all around Atlanta. I have been involved in real estate most of my life, but I moved to Atlanta to work for Anderson Consulting/Accenture. After 9 years of "corporate world," it was time to get off the road and open Robinson Real Estate in Georgia. It has been a blessed 15 years and I enjoy the opportunity to make a difference helping families buy and sell homes. My business is 100% referral-based, so I cherish every contact (my website is ExpectMoreNow.com).

Who invited you to Iron Forums?

(Who was your Andrew?)

Bob Tankesley invited me to Iron Forums roughly a year and a half ago. I was intrigued, but visiting a Forum was the thing that made it clear it was something God wanted me to get involved in.

What's your favorite part of the Snapshot?

The Snapshot is a great opportunity to review where you are each month with your relationship with Jesus, family, and how you're doing in business. My favorite part of the snapshot is the major issue area when men at the table get to share, discuss and gain insight into any burning issue they want to bring up. Business owners don't have a place where they can openly discuss issues with their peers, or many times with men that have more experience than they do.

How has Iron Forums improved your life?

To find a place where I can be among business mentors and peers has been something I was missing in every Bible study and faith based group.

To receive and also assist others each month has given me more perspective on how to approach life and business in a more Jesus focused/Biblical way. It has been a great year and a half.

