

THE IRON BRIEFING



APRIL 2021

For I am not ashamed of the gospel, because it is the power of God that brings salvation to everyone who believes: first to the Jew, then to the Gentile. For in the gospel the righteousness of God is revealed—a righteousness that is by faith from first to last, just as it is written: “The righteous will live by faith.”

— Romans 1:16-17 (NIV)

Let's be ready to define the gospel and its implications in our lives.

Do You Know any Potential Facilitators?

Iron Forums is being blessed with growth — and we have plans to add 2 new Forums this year. We need Facilitators to lead these groups. If you know a man who is in a season of life where they have the TIME and a CALLING to manage a Forum of Christian entrepreneurs, please introduce them to Barry Lusk, Executive Director of Iron Forums by phone (386.383.7679) or email: blusk@ironforums.org.

These men must have leadership experience, and possibly ministry experience. Most important is a heart to serve God through the business community.

DON'T MISS Couples Spring Lawn Party on April 18

Our Fall Lawn Party was a great success, and due to positive feedback from our wives, we're hosting a Couples Spring Lawn Party on

SUNDAY, APRIL 18

3:00 - 7:00 PM

Gary & Margaret Smith's Home
5120 West Price Road
Suwanee, Georgia 30024

Come out and enjoy a Sunday afternoon outside together with live music from *Brandon Shane Reeves*, games, and BBQ! Bring your own favorite beverage and outdoor chairs — pray for sun!



MARK YOUR CALENDAR 2022 Iron Forums Conference

We are thrilled to announce that we are currently planning a 2022 conference! Our tentative dates are **September 16-18, 2022** and we want this to be a very special getaway at an upscale resort for our members and their wives. We are researching options within a 90-minute driving distance from metro Atlanta at a business cost of around \$900 per couple. We are praying and anticipating that this will be a restful, connecting, and sharpening time for all who participate, and we encourage all our members and advisors to save the date!



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TRACTION TIP



AVOIDING POTHOLES

While I'm driving on the highway, my eyes are focused on the road in front of me much more often than behind. At times I'll check the side view or rear view mirrors to confirm what's going on around me. I'll also occasionally check my dashboard to verify what is happening instantaneously. But, neither my mirrors nor dashboard indicators will help me avoid an upcoming pothole. I can only do that if I see it ahead of me.

Businesses operating on EOS® use their *Scorecards* in the same way: looking at the leading indicators to predict where their business is going, while avoiding potential dips. Reviewing lagging indicators is a good practice, but we have very little — if any — ability to change them. The idea of the Scorecard is to make changes when a measurable gets off-track so that we can accomplish two things: 1) get it back on track, so that 2) we achieve our goals for the health and growth of the business.

For example, it is good to know last week's cash revenue received. However, it's a *lagging* indicator. A *leading* indicator would predict the cash you *will* receive based on the invoices issued last week.

When creating your Scorecard consider what's ahead of you on your journey, how you can achieve it, and what adjustments you can make if you see a pothole looming. A quick adjustment to your accelerator and steering wheel can help you avoid a jolt to you, your riders, the system, and any costly damage.

Creating a Scorecard is often a lengthy, iterative process. I'd love to help.

Brent Stromwall:
bstromwall@odigos.llc

MEET YOUR NEW EXECUTIVE DIRECTOR: *Barry Lusk*

Wife: Tracy (Married 24 years)

Children: Harrison (21), Dawson (19), Madison (15)

Church: 12Stone

Forum: Snellville & Sugarloaf



How long have you been involved in Iron Forums, and what led you to get involved in leadership?

This coming fall will mark three years of involvement with Iron Forums. From my first visit onward I've experienced a deep commitment to truth, transparency, traction, and transformation. I love that we are helping each other live and lead with Jesus at the center. Since becoming a Christian as a sophomore at Berry College, I've always wanted to position myself around Kingdom influencers and I believe Iron Forums is and will continue to be an epicenter of Kingdom impact.

What are you most excited about for this new role?

While I'm certainly excited about our potential for tremendous growth in the years ahead, I'm most anticipating the stories of God's grace and power moving in and through one man, one

family, and one business at a time. As communities committed to sharpen one another, I know we'll pass on story after story of deep personal, familial, and marketplace transformation for decades to come.

How do you picture Iron Forums in 5 years from now?

I believe deeply that God's hand is on this organization and He is infinitely more committed to our health and growth than we'll ever be. He is the Lord of the harvest and He's invited us to ask Him for laborers in the harvest. For us, that's more facilitators. I envision Him giving us dozens and dozens of new facilitators and new Iron Forums communities across the nation over the next 5 years! I ask our members to pray Matthew 9:37-38 with me: "Then he said to his disciples, 'The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into His harvest field.'"

What do you do for fun?

I enjoy tennis, golf, and most recently, pickleball (a great old man sport!). I rarely turn down an opportunity to play a golf scramble (hint, hint).



THE LUSK FAMILY:
Dawson (19), Harrison (21),
Barry, Tracy, Madison (15)