

THE IRON BRIEFING



August 2021

"...that they may all be one, just as you, Father, are in me, and I in you, that they also may be in us, so that the world may believe that you have sent me. The glory that you have given me I have given to them, that they may be one even as we are one, I in them and you in me, that they may become perfectly one, so that the world may know that you sent me and loved them even as you loved me."

— John 17:21-23

Jesus prayed for our unity, not our uniformity. What a privilege to be called into this kind of family!



2021 SUMMER CRUISE ON LAKE LANIER

*Sunday, September 26th
3:00 p.m. - 7:00 p.m.*

If you missed it in 2019, you definitely want to join us for this year's cruise with Captain Mike Townsend. Bring your wife and enjoy fellowship, fun and food (for free) aboard the "Sea P.A.II." Look for your email invitation and more details coming soon!



COLLEGE FOOTBALL PICK'EM

Who's up for a little competition?

It's almost time for our annual season-long pick 'em competition! We've had a lot of fun with this through the years and want to invite all Iron Forums members and wives to participate if you like college football! If you're interested in playing just email **Barry Lusk** at blusk@ironforums.org

ANDREW OF THE YEAR REMINDER:

Part of our calling and culture in Iron Forums is to reach and invest in other men. We call this our Andrew Principle (see John 1:41). At the end of 2021, Iron Forums will name an "Andrew of the Year" and he and his wife will be awarded a 2-night stay, at a local Ritz Carlton. While the field is still wide open, we wanted to give a special shout out to the following members who are modeling the Andrew Principle so well this year: **Keith Conley, Garrett Erath, Robert Hargreaves, Brad Hedges, Steve Landrum,** and **Chris Nedza.**



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TRACTION TIP

Have you ever wondered what your supplier is doing, or questioned: "Where are we?" As a buyer, no one enjoys not knowing. Your customers don't either. So, why not tell them upfront what the process is and what they can expect from your organization? By eliminating the unknowns and uncertainties your prospects gain confidence in your ability to deliver.

The EOS® Proven Process is a simple visual that communicates how your business delivers your product or service. It's your process that has proven over and over again to provide consistent, predictable results. And when shared with prospective customers, their questions and hesitations are eliminated.

Two things to consider: Teams often confuse the *proven process* with their *operational processes*. The two couldn't be more different. The proven process communicates what your customer can expect (their experience). In my business, we called it the *Client Experience Model*.

Secondly, the proven process should be visual with very few (if any) words. It's easier for humans to recognize something than to understand it. Reading words takes a lot of brain-processing time and energy. Recognizing a visual is easier and quicker. Design a visual that communicates the process for you in 5-to-7 easy-to-recognize steps.

Like a map, your proven process shows your prospect the journey they will have with you and how you will get them to their destination.

Want to discuss your marketing strategy more? Email me, **Brent Stromwall** at bstromwall@odigos.llc.

MEMBER SPOTLIGHT: David Anderson

Wife: Stuart

Years Married: 16

Children: Son, Ty-34;
Son, Walker-31;
Daughter, Elizabeth-34;
Son-in-law, Neal-42;
Granddaughter, McKenna-1 ½;
Dog, Grace-12 weeks

Church: Grace Fellowship Church,
Bogart, GA

Forum Attending: Virtual

What is the name of your business and your focus?

I actually have two: *Impacting People, LLC*, and *Red Truck Marriage, LLC*. I am a professional speaker and personal development trainer, equipping and empowering people to "write their best story" in what we call the "BIG 3" — Marriage, Family, and Work. My wife Stuart and I host the *Red Truck Marriage* podcast to help couples experience "God's Best" while navigating marriage. We also do extensive work for the Department of Defense, helping service members and their families navigate the challenges of the deployment cycle.



Dr. David Anderson and his wife Stuart have been keynote speakers for Iron Forums' marriage retreats. They are passionate about God's design for marriage, and he's always willing to talk with Iron Forums members who are struggling with the 2nd most important relationship in their lives — their wife.



Who invited you to Iron Forums?

Gary Smith and Chris Nedza invited me. I have known them both for awhile, and knew about Iron Forums when it was ISI.

What's your favorite part of the Iron Forums Snapshot?

My favorite part of the Snapshot is having a meaningful conversation with my wife Stuart about how we will rate our marriage for the month. The Snapshot is also a great tool for helping me drill down on specific areas of my life that need attention, and be vulnerable with others.

How has Iron Forums improved your life?

Iron Forums has provided a place for me to serve and be served. I look forward to hearing other men's stories as they try to "walk out" their relationship with Jesus. I always feel renewed after an Iron Forums gathering!