

THE IRON BRIEFING



January 2022

I press on to take hold of that for which Christ Jesus took hold of me. Brothers and sisters, I do not consider myself yet to have taken hold of it. But one thing I do: Forgetting what is behind and straining toward what is ahead, I press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus.

— Philippians 3:12b - 14

Let's encourage one another to press on with the goal of knowing God on a deeper level as He has called us.

Could you be the 2022 Andrew of the Year?

Iron Forums doesn't find members by marketing to a broad audience because we have found that **our best growth comes from referrals**. When a current member shares what Iron Forums has done for their family, their business and their relationship with Jesus, other Christian business owners take note and often end up joining us.

This is what happened when Andrew told Peter about his encounter with Jesus. He basically said, "Come and see."

This year we will again offer a weekend for two at a local Ritz Carlton hotel for the person who invites and brings in the most members. So start thinking now about who in your network needs to know about Iron Forums!



MAN'S OPINION vs. GOD'S TRUTH



Your success in 2022 depends on two things: discerning God's Truth and responding obediently to that Truth.

As Business Owners, we seem to always be in search of a "formula for success." This is how we are wired.

As Leaders of our family and organizations, we are constantly assessing Truth. We attempt to get the facts correct and then hopefully, make prayerful decisions that will help us "be successful." But is this correct Biblical thinking? Or is there a subtle step missing?

There are multiple stories in the Bible demonstrating catastrophic results when men's actions bypassed God and decisions were made without asking, "What is God's plan versus my plan to be successful?" When the sequence is incorrect, bad things happen, yet we get it wrong all the time. There is a dangerous combination of free will and rebellious sin nature fighting for control in our decision-making process.

Another challenge: we believe the more Truth we *know*, the better our

decisions will turn out. However, this depends on the Truth System that our thoughts and actions are driven by.

There are two Truth Systems that govern our decision-making: God's Truth and the World's Truth.

Unfortunately, as "Christian" Business Owners we often mix the two systems. The World's gravitational pull on our minds is too powerful for one man to discern God's Truth alone. For this reason, we gather and look to each other for strength and growth.

We gather with the Church for fellowship and Biblical teaching. We have always seen Iron Forums as an extension of the Church and its way of encouraging a special group of men.

But we still experience stress as we chase success among conflicting world views. Whatever our view of success is at the moment becomes the engine that drives us, however correct or incorrect that view may be! So, we better get it right and keep our thoughts and actions on the "straight and narrow." The Truth System we

(continued on the reverse)

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EOS® TRACTION TIP

The root of the word priority is “prior.” Simply put, a priority is that which comes prior, or before, anything else. What is your priority for your business? Does everyone else in the company know this is a priority? Is your team making decisions and completing tasks that help achieve this priority?

EOS® leadership teams meet every quarter to establish their Rocks – the 3-7 items that should be completed first during the quarter. The team brainstorms on what absolutely must happen in the quarter to help them achieve their 1-Year Goals. The list is then pared down and 3-7 Rocks are written out in the SMART (Specific. Measurable. Achievable. Relevant. Time-bound) format.

The term Rocks was popularized by Stephen Covey in his book, *First Things First*. When rocks are put into a jar first, then you can also add some gravel, then sand, then water before the jar is completely full. If you add the items in the reverse order, you’ll never get the rocks to fit.

Setting rocks is not about working more. It’s about working to get the most important tasks completed prior to all the others. When you do, you will stay on track to hit your longer-term goals and ultimately the vision for the business.

Want to have a discussion on how to set your Rocks? **Brent Stromwall** at **bstromwall@odigos.illc.**

MEMBER SPOTLIGHT: BEN SHOEMAKER

Wife: Kristen **Years Married:** 18
Children: Ellie (16), Kaelyn (14), Jack (12), Hudson (9).
Church: Perimeter Church
Forum: Alpharetta

What is the focus of your business?

As an attorney with Butler Mersereau, I focus on estate planning/administration and small business counsel.

Who invited you to Iron Forums (who was your Andrew)?

I met Matt Scott through a workout group called F3. We became friends and connected about our faith and businesses. He invited me to attend Iron Forums, and I’m glad I did.

What is your favorite part of the Iron Forums Snapshot™?

Of course I love the wisdom, perspective, and accountability that comes from the Snapshot, but I have been extremely blessed to hear from men who are 5-10 years ahead of me in life. It won’t be long before my kids are leaving for college, and my wife and I will have to navigate that season. But it has been encouraging and



helpful to walk beside other men who are experiencing it now. It’s a rare gift to have older men share openly and honestly about their lives as they are living it.

How has Iron Forums improved your life?

The ultimate goal is to become more like Jesus and love others like Jesus does. That doesn’t happen easily or by accident. These men encourage, challenge, and support me to become like Him in every aspect of my life. From my marriage and family to the way I run my business, there is no compartmentalization and nothing is off limits.

**“Man’s Opinion vs. God’s Truth”
(continued from front page)**

adopt and live by each day forms who we are in Christ. It is foundational and impacts everything.

Question: In all our Forum discussions, what is really important? What is really going to drive Transformation?

Answer: We must conduct our discussions through the filter of God’s Truth System, 100% pure and undiluted by the World’s half-truths. This is how we get Traction that leads to Transformation!

Takeaway: God has a specific, expanding plan for each and every life He created. Our commitment, through a personal relationship with Jesus, is to constantly seek to understand His plan by staying in a high priority relationship with Him.

*Jesus answered, “I am the way, and the truth, and the life.
No one comes to the Father except through me.” — John 14:6*

Jesus replied, “If anyone loves me, he will obey my teachings. My Father will love him and we will come to him and make our home with him. He who does not love me will not obey my teachings.” — John 14:23-24