

THE IRON BRIEFING



February 2022

Husbands, love your wives, just as Christ loved the church and gave himself up for her.

— Ephesians 5:25

QUESTION: Is a Christ-like love showing up in the way you love your wife?

VIRTUAL FORUM EXTENDS NETWORK & MAKE UPS

Think of a friend who, like you, is trying to run his business on Christian Principles, but doesn't live near a current Iron Forums venue. Do you think he might be willing to check out our Virtual Forum?

The Virtual Forum runs very similarly to the other Forums, but we use Zoom for the discussions and Snapshot groups. We meet the **3rd Friday** every month from **8:30am – 11:45am (EST)**.

Keep in mind that attending the Virtual Forum is also an easy way for you to make up for any month that you miss your regularly-attended Forum.

Let us know if you would like to attend or invite an "out of state" friend to check it out. Contact **Bruce Witt** at bwitt@ironforums.org, or **Barry Lusk**, blusk@ironforums.org



Love in Action & Truth

As Christ-following husbands, God's desire is that our love for our wives reflects *His love for us*. A love that isn't just spoken, but also demonstrated. What a calling! This month many of us will buy the flowers and the chocolates along with a sweet card authored by someone else. We'll utter those three words, "I love you" and likely hear them back. But what if there's more for us as Christians? I think of the words to the 2006 hit "Chasing Cars" by Snow Patrol:

"Those three words
Are said too much
They're not enough."

Similarly, the Apostle John wrote in I John 3:18:

"Dear children, let us not love with words or speech but with actions and in truth."

What if part of our marriage rhythm involved asking our wife, "How can I demonstrate my love for you this month?", or when reflecting on the marriage portion of our Snapshot asking, "What did I do the past 30 days to make you feel loved or unloved?" (For any wives reading this, what if you answered honestly and then asked the same of your husband?)

Brothers, let's sharpen each other to get beyond just saying the words, let's call each other to demonstrate love.

— *Barry Lusk, Iron Forums Executive Director*

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EOS® TRACTION TIP**RIGHT PEOPLE. RIGHT SEAT.**

Great people are essential to achieve a great vision.

Businesses operating on EOS® use their Core Values to determine whether or not someone is the “right person” for their culture. The person who exhibits and demonstrates the company’s core values most (or all) of the time is one who ends up being an advocate for the culture. They’ll regard their peers, managers, and others in the business well. They will treat your clients or customers the way you want them to be treated. And, they will represent your business well both in and outside of the office.

A person who doesn’t exhibit your core values is the wrong person for your business and will become toxic for the culture. If you find yourself talking about a person often in meetings, that’s an indication that they may be the wrong person. These people often bring morale down. They may link to employee’s complaints. And you might find yourself thinking, “They just don’t get it.” I encourage you to lead them out the door if they haven’t developed after you’ve given them the opportunity.

Using your core values to hire, fire, recognize, and reward your people will drive the culture you want for your business. Let’s talk if you’d like to learn about an EOS® tool, the People Analyzer™, to help you ensure you have the RIGHT PEOPLE in your business.

Brent Stromwall
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MEMBER SPOTLIGHT: ROB MARBURY

Wife: Cindi **Years Married:** 33
Children: Andrew & Jessica (31),
Jake (28), Jordan (24)
Church: Sugarloaf UMC
Forum: North Gwinnett

What is the focus of your business?

Marbury Creative Group is a brand development agency that drives business growth for clients through *the fusion of creativity and strategy*. We have strong vertical experience in healthcare, pharma, food & beverage and hospitality, but I love the variety of working with clients in all industries.

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

In 2007 I was attending Casey Sanders’ *Men Step Up*, and met Gary Smith. Both Gary and Casey encouraged me to visit Iron Forums when they learned I was a partner in an ad agency.

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

It’s such an amazing tool — a gift inspired from God. Every section forces me to consider how well I am performing as a leader. It keeps me accountable. That said, my favorite is the “marriage” grade. It gives me permission to ask Cindi, “*How is our marriage going?*” If I asked that out of



Cindi and Rob Marbury in Rocky Mountain National Park, Colorado. Summer 2021.

the blue, she might be concerned. This way she knows it’s intentional.

How has Iron Forums improved your life?

I am a better leader, husband, father and Jesus follower because of the quality of my brothers in Iron Forums. I learn by talking things through one-to-one and listening to real stories and applications (vs. reading books or watching videos). Iron Forums is the perfect way for me to gain wisdom.

I cherish the relationships it has sparked. I am in awe of how this ministry has grown. I appreciate the way that Gary continues to obey and follow God’s will in leading this organization. We’re making a difference in the lives of thousands of people connected to our business owner members in some way. That’s not only improving my life; I see it as impacting the world.

Iron Conference
Genesis: First Things First**We Have an Opportunity to Add Rooms!**

Register Now Before it’s Too Late
IronForums.org (events tab)

**September 16-18, 2022**