

THE IRON BRIEFING



March 2022

See to it, brothers and sisters, that none of you has a sinful, unbelieving heart that turns away from the living God. But encourage one another daily, as long as it is called "Today," so that none of you may be hardened by sin's deceitfulness.

— Hebrews 3:12-13

Thank God for Christ-centered community! We serve to encourage each other and even to keep each other from sin.

SAVE THE DATE FOR THE SPRING LAWN PARTY SUNDAY APRIL 24TH



Don't miss out on this Iron Forums Community event. EVERYONE is invited to join together for an afternoon of food, games, live music and great fellowship.

Come see why this has become a favorite event for many of our members and their wives.

3:00pm - 7:00pm at Gary and Margaret Smith's house in Suwanee.

Keep an eye out for your email invitation coming soon!



ACCOUNTABILITY Inspect What We Expect

Accountability is one of the great challenges and opportunities for a leader in business. Too often we feel uncomfortable holding others accountable or don't like being held to an account ourselves.

This is problematic because teams and people that do not hold one another accountable:

- Create resentment among team members who have different standards of performance
- Encourage mediocrity
- Miss deadlines and key deliverables

Accountability is the process of giving a report, furnishing an explanation of responsibility in relation to a project or situation in order to achieve an agreed upon result.

Accountability can be a great asset in helping teams and organizations flourish and succeed. It is fundamental to teamwork. Accountability means the willingness of team members to remind one another when they are not living up to agreed-upon performance standards. Put simply, accountability is the golden rule of management: "what gets measured gets completed."

The key to making accountability part of a team's culture is the willingness of the team leader to model the behavior by stepping right into the middle of a difficult situation to remind them of their responsibilities, behavior and results. Although, the leader should not be the primary source of accountability; they should be the *ultimate* source.

The key is to overcome any reluctance to give one another critical feedback. The most effective way to overcome this reluctance is to help people realize that failing to provide peers with constructive feedback means that they are letting them down personally. By holding back, we hurt not only the team, but also our teammates. Sometimes this is the only compelling argument that can convince a well-meaning teammate to step into the discomfort of telling someone what he or she needs to hear.

One of the Iron Forums values is TRACTION – applying truth to our lives and businesses. The application of truth is at the heart of accountability.

— Bruce Witt, Iron Forums
Cobb Facilitator

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EOS® TRACTION TIP**RIGHT SEATS**

Last month we discussed hiring, firing, recognizing, and rewarding the RIGHT PEOPLE for your culture. Having the right people is key for achieving your vision.

You must also ensure that they are in the right seats. Businesses running on EOS® use an Accountability Chart™ to create the right structure for the business, defining each seat based on the function that seat performs for the business. Then they decide who should sit in that seat; who will be held accountable to perform all 5-6 roles for which that seat is responsible. EOS® businesses use the People Analyzer™ to assess if a person "GWCs" the seat. Do they:

GET IT: Have a God-given, innate understanding of what is required of that seat

WANT IT: have passion and desire to do all that is required of that seat

HAVE CAPACITY to do it: skills, knowledge, or capability to learn what is required of that seat?

If you can't answer yes to all three, that person is in the wrong seat. As long as they're the right person for your business, do what you can to put them in another seat. If you don't have another seat for them, you might need to let them go. As the leader, you must make the tough calls for the greater good: get the right people in, the wrong people out, and everyone in the right seat.

Let's talk about the Accountability Chart™ and the People Analyzer™ to help you ensure you have the right people in the RIGHT SEATS in your business.

Brent Stromwall

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MEMBER SPOTLIGHT: JEFF MUYRES

Wife: Rebecca **Years Married:** 22

Children: Ethan (16), Colin (14)

Church: 12Stone Church, Braselton

Forum: Sugarloaf

What is the focus of your business?

Creative Family Counseling and Coaching offers exceptional play therapy and creative, professional counseling and life coaching services for children, adolescents, adults couples and their families. CFC also offers Christian counseling and coaching for our clients desiring a biblical worldview.

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

I was invited by Barry Lusk, who I met at the gym one morning working out. When he learned about the business my wife and I had, he invited me to attend a Forum.

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

I like the whole Snapshot. It allows me to be authentic in my relationship with God, family, and business. The men in my group hold me accountable and challenge me to live out my Christian faith on a daily basis.

***How has Iron Forums improved your life?***

I love being poured into by the older generation of men who have owned businesses for decades. I receive knowledge and wisdom utilizing Christian values and principles to better operate our business.

It also encourages me to have good conversations with my wife and assess the strength of our relationship on a monthly basis, which has been extremely important to the health of our marriage. I enjoy the fellowship with like-minded Christian business men during and outside of the monthly Forum.

Iron Conference

Genesis: First Things First



September 16-18, 2022

**KEYNOTE SPEAKER
ANNOUNCED:**

Chief Kelvin Cochran

Register TODAY at
IronForums.org (events tab)

