

# THE IRON BRIEFING



OCTOBER 2022

In the beginning God created the heavens and the earth.

— **Genesis 1:1**

*Let's remember the bigness of God and represent Him well in our personal, family and professional life!*

## BECAUSE OF "ANDREW"...

"...My faith has been given the accountability that it has been missing."

"...I have been introduced to men with hearty Christian relationships with one another and beautiful minds sharp in areas of business, marriage, and parenting. The environment is authentic and humbling."

"...I have an opportunity for new friendships with Christian men (that have business understanding and wisdom), new perspectives and personal accountability and growth in Christ."

"...I now have 360 degree accountability, that includes my spiritual journey, marriage & family and the mission critical areas of business. No other ministry addresses every area of life like Iron Forums!"

"...I attended as a guest and was not disappointed! When I saw and experienced empathy, kindness and compassion exhibited by Iron Forum members, I came home and told my wife that this was the organization for me. I became a raving fan and joined the next month."

## "Unmet Expectations" at Iron Conference



Friday afternoon at the office somebody said, "Have a good time at the Iron Conference, Rob." If I am completely honest (Transparency being one of our 4 Ts) my answer was, "Thank you. I am not looking forward to it right now, because I feel like I have too much to do. However, I do believe God is faithful, and He will show me by Sunday that it is EXACTLY what I needed."

I was right. God was right. Kelvin Cochran was right where we needed him, and right when we needed to hear about "The Bigness of God." It didn't take until Sunday. It didn't even take until Friday at 9 p.m. for me to see the Truth (can I get an "Amen!"). Reflecting on this Genesis of the Iron Conference, I must say

that God has BIG THINGS in store for Iron Forums.

He can accomplish much with men who seek His heart, and work together, building community so that we can impact our families, our employees, our vendors and clients.

Thank you to all of you who trusted in this process and poured into my life this weekend. Thank you to Barry Lusk, his wife Tracy, and trusty assistant, Melba for handling all the details with excellence. I am a better man because of what I learned, and the connections the Iron Conference made for me with Jesus, my wife, and our community.

— **Rob Marbury,**  
**Iron Forums North Gwinnett**

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**TRACTION TIP****PROCESS - WHY**

"Process is about doing the most important things the right and best way every time," says Mike Paton, author and EOS Implementer at EOS Worldwide. Yet entrepreneurs often resist process for one or more of these reasons: 1) I'm not a process person, 2) creating processes takes too much time, or 3) process kills creativity. These are all myths.

First, we are all process people. Your morning routine is a process. Entrepreneurs have a process for the best way to provide quality service to their customers. Do it, evaluate it, refine it, and do it again. Not only is that a process but that's an improved process for the next customer.

John Wooden said, "If you don't have time to do it right, when will you have time to do it over?" Consider which takes less time and costs less money: writing a process for your people to consistently follow or re-doing everyone's work over and over.

Finally, knowing and following a process actually opens up the door for creativity within the bounds of the process. This marries creativity and freedom with consistency and efficiency. As Jim Collins puts it, "Magic occurs when you blend a culture of discipline with an ethic of entrepreneurship."

Process improves efficiency, quality, and consistency, and makes your business easier to manage, more profitable, and more valuable. Next month we'll address the steps to creating the right processes for your business.

Contact me for the new *Process* book from EOS: [brent.stromwall@eosworldwide.com](mailto:brent.stromwall@eosworldwide.com).

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**ADVISOR SPOTLIGHT: RICH PANNER**

**Wife:** Shanna Panner

**Years Married:** 7

**Children:** Sarah (29), John (25), Emily (24), Hanna (23)

**Church:** 12Stone Church (Snellville)

**Forum:** Snellville Forum

***What is the focus of your business?***

I am recently retired after a 35 year career with PepsiCo Inc.. PepsiCo Inc is based out of Purchase NY. We compete in both the Food and Beverage space in the marketplace with brands such as Pepsi, Gatorade, Lays, Doritos and Tostitos. I started with PepsiCo straight out of college (Wittenberg University in Springfield, OH) and did a variety of roles within the Beverage side of the business. Most recently I led our Selling team across our South Division. Prior to that I was responsible for our bottling operation across the Southeast US.

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

I was introduced to Iron Forums by Richard Buckley of Corporate Chaplains of America. Richard and I share a mutual friend who introduced us and Richard in turn introduced me to Gary and Barry. I believe it is a great example of how God uses relationships and networking to advance his Kingdom work.

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

First and foremost, I am grateful for Iron Forums and the Proverbs 27:17 mission.

I believe the Snapshot is the most valuable tool/process in bringing this mission to life. By having authentic, candid feedback with other Iron Forums members in these breakouts, it has made me more accountable. It also has allowed me to be on the same page with my wife on what is going well, and where my focus needs to be on areas of growth. Finally, as an Advisor, I appreciate the opportunity to share any mistakes I have made along the way so that other leaders can avoid the same.

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

I believe in the mission of Iron Forums and the 4H Growth Possibilities (Hungry, Healthy, Humble, and Holy Spirit driven). Iron Forums has provided the setting to be around amazing business and community leaders that share the same vision and most importantly desire to serve God. I am grateful to all members for your friendship and fellowship together. Separately, Iron Forums has allowed me to take a step back in this season of my life and take an inventory of where I stand against these growth possibilities. I am thankful for Iron Forums and look forward to the unlimited growth possibilities ahead as we advance God's Kingdom work. As it is written in the Word in Phil 3:14, "I press on toward the goal for the prize of the upward call of God in Christ Jesus".

