

THE IRON BRIEFING



JANUARY 2023

Behold, how good and how pleasant it
is for brothers to dwell together in unity!

— Psalm 133:1

COMBINED FORUM APRIL 2023

MARK YOUR CALENDAR NOW!

This April 13th, we're calling all members and advisors together in a combined Forum experience! It's going to be a great chance to fellowship with men from all over metro Atlanta. We're going to structure the day with an invitation for wives to join us from 11am - 1pm for lunch and a chance to hear from Barry and Tracy Lusk on the topic of "Cherishing Your Spouse."

Growing God's Influence New Forums & New Faces.



Jason Chandler
President, Gwinnett Medical
Center Foundation



Joel M. Ferdinand
Global General Counsel
and Managing Partner of Litigation
FisherBroyles, LLP

Please pray for our newest Forums intending to launch in early 2023. God is opening doors in Gainesville, Intown and a new Virtual Forum exclusively for Executive Directors of Christian Non-Profits.

If you have men in your network who would benefit from these new Forums please connect them with your facilitator.

Our Board of Directors is also growing. Welcome newest Board Members: Jason Chandler (Snellville Forum) and Joel Ferdinand (Braselton Forum).

Board Member, Rob Marbury (North Gwinnett Forum) will be our Chairman for 2023.



Rob Marbury
(Board Chair)
President
Marbury Creative
Group



Mike Townsend
Board Member,
(Finance) President
McMullan and
Company C.P.A.s



Gary Smith
(Iron Forums
Visionary)



Marc Carson
Board Member

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TRACTION TIP

STRONG IN SIX

"How strong is my business?" Most owners have no way to truly assess how strong their business is. Political, market, and economic uncertainty are just a few headwinds that could topple a weak business. Issues will crop up this year that you likely have never experienced before. A strong business will have leadership and staff that can face these challenges with confidence. Managers of weak businesses will suffer from doubt, fear, and stress.

Gross revenue, EBITDA, revenue per employee, cash, and cash flow all provide some insights about what happened in the past. But are these really good measures of how well-prepared you are to handle the future?

The EOS Model® identifies six key areas of your business that show your preparedness to handle whatever challenge you may face. The Six Key Components™ are:

Vision – Getting everyone 100% on the same page on where you're going

People – Making sure you have the Right People in the Right Seats

Data – Using facts and figures to make decisions rather than ego, emotion, or opinions

Issues – Getting really good at identifying issues then solving them as they arise

Process – Doing the most important things the right and best way every time, and

Traction – Instilling discipline and accountability to achieve the vision.

As your business becomes stronger in each of these six key components, it will be prepared to not just survive but thrive no matter what the market does, the global economy, your industry, or your competition.

Scan to assess the strength of your business:



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MEMBER SPOTLIGHT: TRAVIS BUCHANAN

Wife: Heather Buchanan

Years Married: 16

Children: Keili (13), Asher (11), Aliyyah (8)

Church: Christ Fellowship Church
Forum: North Gwinnett

What is the focus of your business?

My business originally began as Buchanan Home Repair in 2010, and we transitioned into Buchanan Custom Decks in 2015. We specialize in creating high quality, maintenance free residential decks and outdoor living spaces. We are passionate about bringing outdoor living spaces to life for each homeowner we service.

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

I think many of us decline the initial invitation for various reasons, but Brent Stromwall was the first to tell me about Iron Forums several years ago. A few years later, we ended up rebuilding Gary Smith's deck and of course he shared more information. The timing could not have been better (April 2020) both personally and professionally.

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

Each question is excellent, but (when I remember to do it) I really enjoy the



honest feedback I receive from asking my kids how I'm doing as a father from their perspective. Not often, but every once in a while it will spark a deeper conversation with one of them that I didn't know needed to happen. Those are very special conversations.

How has Iron Forums improved your life?

First, I believe my marriage has benefited the most. Heather instantly noticed a difference in my attitude and demeanor on forum days. Heather has also really enjoyed all of the 'couples' outings to get to know the wives! A close second is my business; it has also benefited tremendously as well. I feel so honored (as one of the young pups) to sit and glean from so much wisdom and real life experience in the room each week. Thank you to each of you who speak life, encouragement, and wisdom to me each month.

I cherish this community deeply!



At our Gwinnett Forums Christmas Party, Joel Ferdinand thanks Travis Buchanan for inviting him to Iron Forums and surprises him by passing on the 2022 Andrew of the Year award!