

THE IRON BRIEFING



APRIL 2023

²⁴ And let us consider how we may spur one another on toward love and good deeds, ²⁵ not giving up meeting together, as some are in the habit of doing, but encouraging one another—and all the more as you see the Day approaching.

— Hebrews 10:24-25

EVENTS COMING SOON!

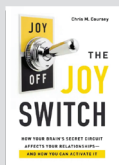
Lawn Party

April 30th, 2023, 3:00pm – 7:00pm



Q2 Spiritual Growth Plan

The entire Iron Nation (including spouses!) are invited to participate in our Q2 spiritual growth plan. We'll be growing in relational joy by working through *The Joy Switch*, by Chris Coursey. There will be eight group meetings via Zoom on Monday evenings from mid-April through the first week of June. For more details please e-mail, text or call Barry Lusk.



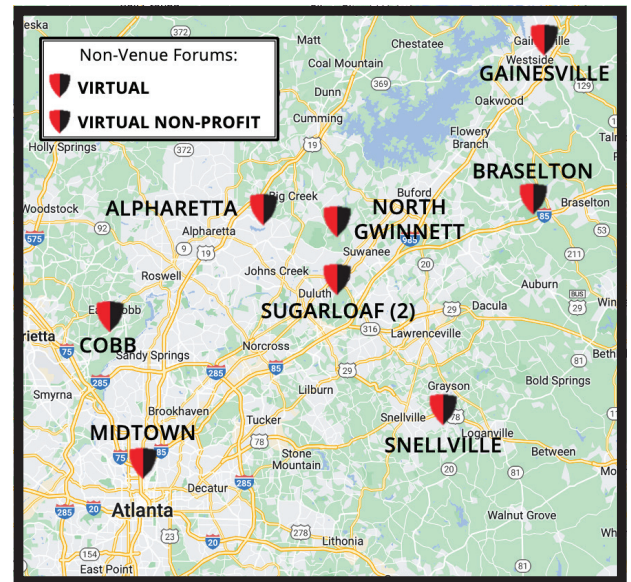
Please register for these events on our website, using the QR code.

God's Map of Growth

Please continue to pray for discernment and direction in our growth strategy. God continues to open new doors through wonderful relationships and our "Andrew Principle".

While we never want to grow simply for growth's sake, we do see every new forum as an opportunity to watch God rescue more and more men and women out of isolation and into a Christ-centered community that impacts the entrepreneur, the family and the business.

If God brings to mind someone you should invite, it's as simple as sharing your experience of Iron Forums with them and, if there is interest, connecting them with your facilitator. He or she will follow-up with them to get acquainted and



share all the important details.

Most importantly, don't forget that we'll award our "Andrew of the Year" with a 2 night stay at the Ritz Carlton!

At right, Joel Ferdinand celebrates being the 2022 "Andrew of the Year" with Travis Buchanan, the member who invited Joel to join.



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TRACTION TIP

BREAKING THROUGH, PT 3: SIMPLIFY



SIMPLIFY is one of The Five Leadership Abilities™ taught by EOS Implementers. Combined with the others, leaders learn and work on breaking through the ceiling.

According to Verne Harnish, author of *Scaling Up: How a Few Companies Make It...and Why the Rest Don't*, "Simplicity is a complex concept to master. But when you do, it is the most powerful lever in business." Entrepreneurs who simplify their operations reduce stress, increase efficiency, and ultimately achieve better outcomes, and a better life.

Complexity can arise from a lack of clear vision, poor organizational structure, and ineffective processes. As businesses grow, this complexity becomes more challenging. This is why simplification is essential to ensure continued growth and success.

EOS helps you create a clear vision and accountability, and improve communication among team members. You will also streamline processes, which ultimately leads to better outcomes. One of the significant benefits of simplifying through EOS is that it allows entrepreneurs to focus on their core business activities. Instead of getting bogged down by administrative tasks and operational details, entrepreneurs can focus on developing and growing their businesses. With a clear vision and well-organized processes, they can set priorities, develop action plans, and achieve their goals efficiently.

Simplifying through EOS provides a clear path toward achieving business goals by creating simple, streamlined steps and accountability to take them.

Let's start Simplifying:

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MEMBER SPOTLIGHT: EDDIE WILLIAMS

Wife: Gail Williams

Years Married: 36 Years

Children: Wesley (36), Whitney (33), and grandchildren Wynston (4) and Wade (6 months)

Church: Praise Community Church

Forum: Sugarloaf

What is the focus of your business?

Sustainable Outdoor Creations focuses on building sustainable outdoor living spaces to reconnect families back into a healthy relationship with God and each other.



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

Laure Hoffman invited me to Iron Forums; she is my Andrew.

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

My favorite part of the Iron Forums Snapshot is the round table discussion with my peers, where you get to talk about your issues, problems and opportunities. As leaders we are so isolated from genuine feedback that this part alone does wonders for my spiritual, physical, emotional, and mental development.

How has Iron Forums improved your life?

Since joining Iron Forums, I am spending more alone time with Jesus, putting Him first in my life. My prayer life has improved tremendously, not to mention my spiritual development.

