

THE IRON BRIEFING



JUNE 2024

¹ Have mercy on me, O God, according to your unfailing love; according to your great compassion blot out my transgressions. ² Wash away all my iniquity and cleanse me from my sin.

— Psalm 51:1-2

IRON CONFERENCE 2024

"We highly recommend attending the Iron Conference as we found great benefit and encouragement in spending time with Iron Nation at the 2022 conference."

— The Panners and The Efrids



Scan QR code to register.

Q3 READING PLAN

In Q3 you're invited to engage in readings that will challenge and strengthen your marriage.

Email blusk@ironforums.org if you want to participate.

LIFEWORX LEADERSHIP ATLANTA

Lifework 2024 was a huge success and a lot of fun! Marketplace leaders from all over metro Atlanta engaged in an 8-month journey that helped each clarify their calling, connect with like-minded community and cultivate a heart for our city.

Upon graduation every graduate gets a brick with Nehemiah 2:18 quoted, "Let us arise and build". What a celebration to know that over the past two years God has called Iron Forums to help transform 50 leaders to be a part of His work in Atlanta!

A HUGE THANK YOU TO OUR COMPANY SPONSORS AND COMPANY SENDERS

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OUR MONTHLY HEALTH TIPS PAGE

Good sleep improves your brain performance, mood, and even deciding what to eat... along with reducing the risk of heart disease, stroke and what probably scares me the most, Alzheimer's/dementia.

TRACTION TIP

EOS – PREDICTING



“The best way to predict the future is to invent it.” Nope, this isn’t a quote from Abraham Lincoln, but Alan Kay. The converse is from Yogi Bera, “If you don’t know where you are going, you’ll end up someplace else.” Where are you headed with your business? Does everyone on your leadership team and all your employees know where you’re going? Are they, and all your staff, on board and doing their part to get there?

The people in a business running on EOS® are. Their leadership teams create the vision and then communicate it over and over again, ensuring that it is “shared by all.” Why? Because we all believe what Patrick Lencioni wrote: If you could get all the people in the organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.

It takes more than a 10-Year Target™, or, in Jim Collins’ words, “the big, hairy, audacious goal,” (or BHAG). The vision needs to be broken down into achievable chunks, because “The best way to eat an elephant...” OK, no more quotes. I promise.

Imagining what the business will look like in the 3-Year Picture™, setting your 1-Year Goals, and then assigning company and individual Rocks (90-day objectives), sets the business on course to achieve the future you want. Now you need to monitor progress against them on a weekly and quarterly basis, verifying that the owner of each Rock is on track with it.

Set goals. Segregate them into long-term and short-term. Communicate and share them with everyone. These steps are critical to realizing your vision. Be intentional, otherwise, your life will merely be accidental. You can quote me on that.

Need help articulating your vision?

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MEMBER SPOTLIGHT



GREG HARPER — GAINESVILLE

My favorite thing about Iron Forums is that it's Christ focused, and business second. My business is Lakeshore Sales Advisors; I work with small business owners who are frustrated with their companies sales trajectory, are confused on what needs to be changed to get them heading in the right direction and are disappointed that everything they have tried has failed.

Married to Julie Harper (42 years), three children, ages 36, 34, 32, we have nine grandkids ages 10 to 4 months. We are members of Concord Baptist Church in Claremont GA.



MATTHEW EFIRD — BRASELTON

I love this community of like-minded men seeking to grow spiritually, as husbands and dads, and business leaders. Lighting Pros focuses on outdoor lighting with a specialty in Commercial Christmas Lights. Lighting Pros Franchise helps seasonal business owners fill the winter gap for revenue and keeping quality crews/employees busy year round. Mosquito Joe provides outdoor pest control specializing in mosquito, flea, and tick control.

Married to Hannah (10 years), Walker (son, 6), Noah, Abel (sons, 3), Warren (son, 1). Home church is Galilee Christian Church in Jefferson GA.



JOHN FRY — NORTH GWINNETT

My favorite thing about Iron Forums is the relationships that form between members and the opportunity to encourage other men in their lives with Jesus. My prayer on the way to the Forum each month is to be used by God for the benefit of someone at my table. My business is Allerpet, Inc. We focus on the manufacturing and marketing of allergen avoidance products like Allerpet, DeMite and others.

Married to Cathy (50 years), Josh (son, 46), Will (son, 43), Dorothy (daughter, 37). Home church is Stonemill Church in Berkeley Lake.



GLAUCO ROCHA — SUGARLOAF

My favorite thing about Iron Forums is when someone texts me in the middle of a chaotic day and says: "Hey brother, I'm praying for you". That gives me joy, energy and reminds me that I'm not alone. Our Business is Eco Flooring USA and our focus is on providing beautiful and sustainable floors that contribute to creating a healthier environment for residential and commercial spaces.

Married to Marcie (15 years), Heitor (son, 12), Valentina (daughter, 10). Home church is Perimeter Church in Johns Creek.

