

THE IRON BRIEFING



NOVEMBER 2024

Let the word of Christ dwell in you richly, teaching and admonishing one another in all wisdom, singing psalms and hymns and spiritual songs, with thankfulness in your hearts to God.

— Colossians 3:16 (ESV)

HEALTH TIPS

Understanding the importance of context is key in biblical study. Exodus 20:13 unequivocally states, "You shall not murder." Yet, just two chapters later, in Exodus 22:2, we read, "If a thief is caught breaking in at night and is struck a fatal blow, the defender is not guilty of bloodshed." This shows that context matters. In the case of self-defense, taking a life can be justified.

Similarly, alcohol is both celebrated and cautioned against in the Bible, illustrating the critical importance of personal choice.



VISIT THE HEALTH TIP PAGE TO LEARN MORE

DECEMBER READING PLAN (ADVENT)

Please join us this December as we read scripture that will ready our hearts for the celebration of the coming of Immanuel. Contact Barry Lusk if interested.

CONTENT WORTH SHARING IRON FORUMS ON SOCIAL

Hopefully, you've noticed an uptick in activity on our online presence across LinkedIn, Facebook, and Instagram.

Our goal is two-fold:

First, we want to share encouraging stories of what God is doing across the Iron Nation. These could be spiritual breakthroughs, hurdles overcome, or chains broken. Whether it happens during a Forum, at a lunch with a fellow member, or with our spouses — we want to share good news to spur on our fellow members and to give God the glory!

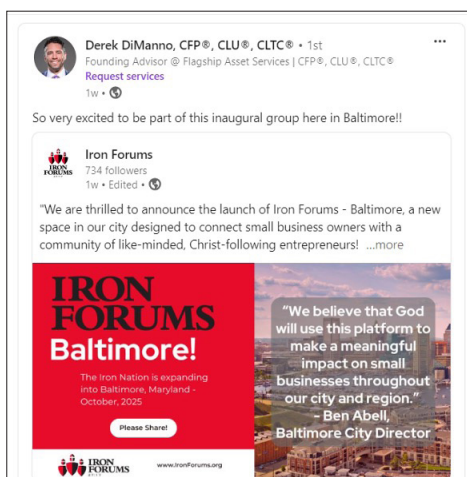
Hebrews 10:24-25: "And let us consider how we may spur one another on toward love and good deeds, not giving up meeting together, as some are in the habit of doing, but encouraging one another—and all the more as you see the Day approaching."

Second, we want to externally share the ministry of Iron Forums with other Christian business owners who may be struggling with isolation and need like-minded community. In short, social media is a way we can be more strategic with our

"Andrew Principle." Just this month, we've received inquiries from several prospective members through LinkedIn!

We need your help in accomplishing these 2 goals:

- 1) **Share your stories!** If you have a conversation, a lunch, a Snapshot breakthrough, a moment with your spouse, etc. worth sharing, take a short selfie video or picture. Add a small caption and:
 - a. Send it to your Facilitator so we can post it and tag you AND/OR
 - b. Post it yourself on LinkedIn, Facebook, Instagram and tag @IronForums and we'll repost!
- 2) **Engage with us on Social!**
 - a. Follow Iron Forums
 - b. Like and Comment on the posts
 - c. Repost with your thoughts – this introduces Iron Forums to your entire network, and is the most powerful way to increase visibility



TRACTION TIP

LOOK AHEAD



Sara Blakely, founder of *Spanx*, recently emphasized the power of having a clear vision for success: “You’ve got to visualize where you’re headed and be very clear about it.” When leadership teams share a clear vision, they become nearly unstoppable. Businesses using EOS® create a **3-Year Picture**—a mental image of their future, including revenue, profit, and key metrics like production units.

The leadership team brainstorms and develops a list of descriptors or qualities the business will have in three years. These qualities may include the number of **right people in the right seats**, following **core processes**, **expanding locations**, **upgrading technology**, **products** or **service offerings**, employee **benefits**, or enhancing company **culture**. After gathering ideas, they narrow them down to 10-20 key descriptors that are clearly written for everyone to agree on.

One person then reads these descriptions aloud in one long sentence, as the others envision their future with eyes closed — visualizing their future together. This shared vision guides decision-making for the year ahead and determines the most critical actions for the next 90 days. The more aligned and clear a team is about their future picture of the business the more likely they are to achieve it.

Where there is no vision, the people perish.
— Proverbs 29:18

Is your team aligned on where your business is headed? If not, it may be time to create your 3-Year Picture.

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THE BODY OF CHRIST AT IRON FORUMS

Clearly the most valuable part of Iron Forums is meeting with your Snapshot group. This is time to dig into the principles that God set out in His Word to help us become better business owners, spouses, parents, and followers of Jesus.

What if that could happen more than once each month?

IT SHOULD.

The best way to fully leverage Iron Forums is to take time to get to know the other entrepreneurs and business leaders across our community. That happens during the Forum, but also **in between Forums** when members and advisors take time to meet for lunch or coffee (or a beverage of your choice if you’ve read this month’s health tip).

Many of our Snapshot Groups meet 3-4 extra times each year. Email your

Table Leader or the other members and set something simple up.

You can also visit the MEMBERS TAB on IronForums.org and find the contact information from any of our members that you would like to get to know better.

In addition, THIS SPACE is where we normally post MEMBER SPOTLIGHTS, providing a chance to know who’s who, and what connections you may have with them.

Try one of these this month!

- Gather your Snapshot Group
- Reach out to someone you don’t know well yet
- Ask your Facilitator to feature you in our next SPOTLIGHT so you can meet more members



MERCH STORE

We invite our entire community to show pride in Iron Forums! This November, consider purchasing a polo shirt or 3/4 zip pullover to represent what God is doing in your business. All orders should be made by **Dec 5** in order to receive in time for Christmas. Each local facilitator will be coordinating the order, so don’t miss out!

