

# THE IRON BRIEFING



FEBRUARY 2025

“For where your treasure is, there your heart will be also.”

— Matthew 6:21

*What does my resource allocation reveal about my heart? (calendar, attention, bank account, etc.)*

## MARK YOUR CALENDAR:

### March Combined Atlanta Forum

March 19th at

John Maxwell Leadership Center

8:30am – 1pm



## IRON FORUMS TOOLKIT

### Defining Your Ideals

Regularly refining your ideal client/vendor profile should be part of your annual business review, as it helps ensure your business attracts and serves those who align with your values, appreciate your work, and foster mutual respect.



Scan QR code to download the “Defining Your Ideal” Worksheet

## THIS IS WHAT WE WERE CREATED FOR

Iron Forums provides a community of Christian entrepreneurs who help one another grow in areas of faith, family, and business. But why do we do this? We certainly benefit when we do...but is that the sole reason?

*Don't Waste Your Life* by John Piper is a compelling call to live a life centered on glorifying God. Piper urges believers to focus on serving Christ and making His glory known, as this is our intended purpose and source of ultimate joy. This focus isn't just for those in vocational ministry – *it certainly applies to us in the marketplace.*

When we diligently work towards our business goals and achieve them as planned, it brings us honor and recognition. Similarly, our lives honor and glorify God when they align with His plans for us and bring Him recognition.

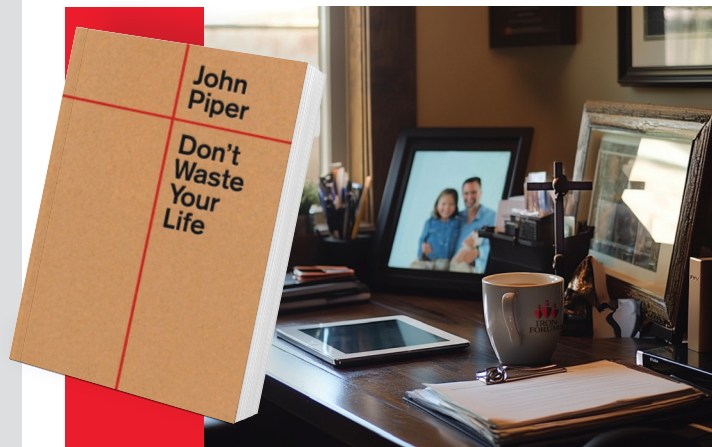
Piper had a plaque in his childhood home inscribed with the words, “Only one life, 'twill soon be past; only what's done for Christ will last.” This sentiment lays the foundation for his central thesis: **a wasted life is one that does not find its ultimate purpose in the glorification of God.**

There is a prevalent and seductive cultural narrative that equates a “glorious” life with material wealth, comfort, and personal achievement. While these elements are positive blessings, it is important to regularly take stock as to whether they have become overly significant in our life as Christ-followers, causing us to treasure and pursue the creation more than the Creator (Romans 1:25).

As Christians in the marketplace, we can leverage our God-given gifts and opportunities to make a profound impact in our spheres of influence for His Kingdom. Jesus wants sons and daughters shining his light in every area of life. He wants missionaries in the trades, in education, in finance, in marketing, and everywhere else.

This is what we were created for and brings glory to God, and this is one reason why Iron Forums exists. If you struggle to glorify God and treasure Him above all else, you're in good company — and God's grace is sufficient. Let us continue to remind each other of the Truth, and to encourage and pray for one another, that our lives would bring Him glory.

Sole Deo Gloria!



“They exchanged the truth about God for a lie, and worshiped and served created things rather than the Creator—who is forever praised. Amen.”

— ROMANS 1:25

## TRACTION TIP

**IDEAL TEAM PLAYER - PART 2**  
**HUMBLE**


Great teams thrive on trust, clarity, and accountability. Humility—one of the virtues from *The Ideal Team Player*, by Patrick Lencioni—is often the root of all three. When team members stay humble, personal agendas fade, and what's best for the company rises to the surface. This shift isn't just nice-to-have; it's crucial in creating a high-performing, functional culture.

Humble individuals aren't afraid to admit mistakes. Instead of defending their decisions, they learn from them. This openness fosters trust. As Ken Blanchard said, "Don't think less of yourself, just think of yourself less." This mindset clears space for collaboration and ensures that no single ego overshadows the company's goals.

Teams lacking humility often struggle. Arrogant or self-serving behaviors create tension, reduce communication quality, and erode trust. Without humility, honest feedback becomes rare, making it tough to solve issues or advance your Rocks effectively.

Businesses running on EOS® strengthen humility by modeling it at the leadership level. Own your missteps, give credit freely, and make it safe for others to do the same. Ensure that you and all employees meet this standard, hold each other to it, and openly discuss the importance of humility during quarterly conversations.

Humility sets the tone for a forward-focused culture that values growth over recognition. Embrace it, and watch your team's trust, camaraderie, and results grow stronger every quarter.

James 4:10 Humble yourselves before the Lord, and he will lift you up.

Are you truly humble? Let's talk:

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## MEMBER SPOTLIGHTS


**CHRIS WILLIS** — ALPHARETTA

**Georgia Fence Scapes** is a family-owned and operated fencing contractor specializing in residential and commercial installations, replacements, repairs, and staining. Our expert craftsmanship and attention to detail ensure your fence not only enhances your property's beauty but also provides lasting durability.

I love the community, encouragement, and accountability I get from my Forum. The Snapshot time is by far my favorite part of the day. It allows me to be transparent about myself both professionally and personally and receive valuable feedback from other men.

*Married to Kristin (23 Years), Noah (21), Owen (20), Connor (17), Kyle (14). Home church is Stonecreek Church in Alpharetta, GA.*


**CLINT MCCANNON** — BRASELTON

**Cannon Plumbing** was started 10 years ago and focuses primarily on residential and commercial service plumbing work.

What I like about Iron Forums is that it forces me to slow down and consider how my relationships are going with my family.

*Married to Jennifer (8 years), River (8), Ivy (3). Home church is 12Stone in Braselton, GA.*


**CODY MOORE** — ALPHARETTA

I'm a partner of **Wealth Enhancement & Preservation** (Wealth E&P). We are an independent wealth management firm specializing in retirement planning, estate planning, legacy planning, and investment management for business owners and individuals within 10 years of retirement, or their "work-optional" date.

My favorite thing about Iron Forums is the fellowship with other like-minded people who all have a shared faith, strive to be better, and tie their faith into all that they do. The Snapshot time specifically has helped and challenged me to be a better husband, father, friend, and leader.

*Married to Brittney (6 years), Hartford (3) and Asher (1). Our home church is Home Church in Roswell.*

