

THE IRON BRIEFING



OCTOBER 2020

THIS MONTH'S SCRIPTURE:

The prudent see danger and take refuge, but the simple keep going and suffer for it. [Proverbs 27:12](#)

As we lead our families and businesses, let's remember to pause and teach others to plan for life's surprises so that they may be better equipped to endure suffering.

Iron Forums Alpharetta is Underway!

Our 5th Iron Forum launched on September 17th as eleven men gathered together to launch the Alpharetta Forum! Please join us in celebrating this milestone and be in prayer for this Forum's continued growth. Let Facilitator Mark Pugh know if you know a man in the Roswell/Milton/Alpharetta area who could use the Iron Forums experience.

The New Virtual Forum Meets the Second Wednesday of Each Month.

Our next Virtual Forum will occur on October 14th from 7:30-11:00 AM. This Forum is designed to help build community for those men who can't join an existing Forum. We plan on hosting this Virtual Forum every 2nd Wednesday of the month.

Pro Tip for Leaders: Time for Laziness?

When most CEOs find their company getting into a bind, they jump in to personally help resolve the issue. We call this going into *Player Mode*. "I'm just helping out for now," these CEOs tell themselves, "and later on I'll bring in someone else."

But the great CEOs out there rarely enter into *Player Mode*. Rather, their first move is to find someone else to do the work, being very intentional about engaging the organization. *That's why great CEOs are lazy.*



Hear me out, now. Of course great CEOs work hard — but the hard work they do is in finding, recruiting, and engaging the best people to get the task at hand done well.

Do you remember how Tom Sawyer found a way to recruit his friends to help him paint the fence for his aunt? He found a way to make the job sound so exciting, he even got his friends to *pay him for the privilege of doing it!*

Now, I'm not advocating using sleight of hand in tackling the issues at your workplace; but I am emphasizing that as soon as you engage in *Player Mode*, you lose the ability to recruit others to get the work done, because you are too busy. This notion is very counterintuitive. To many of us the idea of not working is somehow offensive to our sense of an internal work ethic; but being "lazy" in this case is all about working smarter.

Case in point: I recently met with the CEO of a professional services company whose top priority was growing their client base. They planned to double it. He was proud to share that he was willing to work harder to help meet this goal. That's when I stopped him and asked what he meant by that. After all, he couldn't realistically work twice as hard as he was already, right? And how feasible was it that he could help the company literally double the rate at which it closed new deals? The only option on the table that might work in my head was to get more people involved in the process. "What you need to do," I explained, "is to *get lazy*." He needed to do less customer and sales work and do more recruiting of people who could handle that work for the company instead.

Of course, there are times when the stuff really hits the proverbial fan and you have to step in to do some actual "work." But the great CEOs make that their fourth or fifth option. Not only is this a great way to ensure the right person is doing the job, it's empowering, and builds teams! Rather than you parachuting in to save the day, your team will learn that they are the ones trusted to save things themselves. No one is coming to save them. That's powerful stuff. So the moral of the story, as you might have guessed by now, is that being lazy pays off for the best CEOs out there. You might ask yourself how your business might benefit if you started doing less and just got lazy.

— Bruce Witt (based on "Great CEOs Are Lazy" by Jim Schleckser of the Inc. CEO Project)

BOARD MEMBERS

ROB MARBURY	404.274.7402	ROB@MARBURYCREATIVEGROUP.COM
GARY SMITH	404.558.0089	GSMITH@IRONFORUMS.ORG
BRENT STROMWALL	678.618.0803	BSTROMWALL@ODIGOS.LLC
MIKE TOWNSEND	404.281.0384	MTOWNSEND@MCMULLANCPAS.COM
DAVID TRINE	678.480.5680	DTRINE3584@AOL.COM

LOCATIONS & FACILITATORS

NORTH GWINNETT	GARY SMITH	404.558.0089	GSMITH@IRONFORUMS.ORG
SNELLVILLE	BARRY LUSK	386.383.7679	BLUSK@IRONFORUMS.ORG
COBB	BRUCE WITT	678.637.9890	BWITT@IRONFORUMS.ORG
SUGARLOAF	BARRY LUSK	386.383.7679	BLUSK@IRONFORUMS.ORG
VIRTUAL FORUM	MARK PUGH	404.409.3809	MPUGH@IRONFORUMS.ORG

TRACTION TIP

As you already know, being a business owner means that you are constantly dealing with issues: employee issues, vendor issues, system issues...the list goes on and on. Many businesses have been dealing with the same issues year after year. I once heard Andy Stanley say something about this topic that rang very true: **“Issues have solutions...and tensions are things we just have to manage.”** As a result, I often ask my teams, *“Is this thing we are dealing with an issue that we can solve, or a tension we have to manage?”*

The other side of this coin is that many times the problem or challenge we are dealing with *truly is an issue* and does have a solution — but for some reason we are unwilling to solve it. In this case, I love “commandment #7” from *The Ten Commandments of Issues Solving* as described in *Traction* by Gino Wickman: “When faced with an issue, Thou Shalt Live with it, End it, or Change it.” There are no other choices. With this understanding, you must decide which of the three it’s going to be. If you can no longer live with the issue, you have two options: change it or end it. If you don’t have the wherewithal to do one of those two, then agree to *live with it* and stop complaining. Living with it should, however, be the last resort.

So, the next time you are faced with a business problem, first ask “Is this an issue that has a solution or a tension we must manage?” If it’s really an issue, then you must decide to live with it, end it, or change it.

To learn more about issue-solving, reach out to Iron Forums member **Todd Weeks** at todd@tractionfocused.com.

Advisor Spotlight: Phillip Williams

Wife: Paula (married 35 years)

Children: Matt (30 - getting married!)

Church: Sugarloaf Methodist

Please share a bit about your business.

From an early age, I was always “fixing things.” It started with bicycles when I was a kid, and then progressed into a hobby of restoring pinball machines! I’ve probably rebuilt around 30.

I started my career in banking, helping people “fix their finances” and plan for retirement. Kind of a “Dave Ramsey of business.” My career was built at Nations Bank. They sent me to banking school and taught me accounting. I ended up at RBC, running half the state of Georgia — and then 2009 hit, and the world changed. I eventually started my own consulting business in 2015, P & P Business Solutions. This is my passion, as I help business owners turn their “Passion into Prosperity” through exit planning or mergers and acquisitions.



I get to look at a business, find the areas that need to be repaired or polished, and then help determine how to demonstrate the value for any suiters. It’s very rewarding!



What is one of your favorite Bible passages for business, and why?

I love the parable of the talents from Matthew 25:14-30. The guy who DID something with what God gave him was rewarded. The man who hid what God gave him for safe keeping was in trouble. I think there’s a great lesson there in doing our best with what God gives us, because it’s all His anyway.

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

Brent Stromwall invited me while doing some financial work for his former company, Polytron. When Brent decided to start his own EOS consulting business, he asked me for a little advice, and I was happy to help. He believed that Iron Forums would be a good fit for me and my world view. I checked it out, and was invited by Gary Smith to join as an Advisor.

What’s your favorite part of serving as an Iron Forums Advisor?

I love being an Advisor. I am always happy to talk to a business owner about issues they face, and also to help them think things through.



SAVE THE DATE: NOV. 8th 2020 Iron Forums Tailgate Bonfire!

Gary and Margaret Smith will host a COVID-FREE outdoor event at their home in Suwanee, featuring FUN, FOOD & FELLOWSHIP (a tailgate without the football) 3:30 - 7:30, Sunday, 11/8/20.

Bring your wives, a lawn chair, your beverage of choice, and wear your favorite team colors. Look out for more information to come via email and/or text. **MARK YOUR CALENDARS NOW!**