

THE IRON BRIEFING



MARCH 2021

"Therefore encourage one another and build each other up, just as in fact you are doing."

— 1 Thessalonians 5:11 (NIV)

One of the strongest virtues of a leader is the ability to lead by example. Encourage those you lead by working shoulder-to-shoulder with them to reach your goals!



NEW Central Time Zone

Virtual Forum Launching!

Join us in prayer for our Virtual Forums. The first virtual has taken shape with 15-to-20 men attending the 3rd Friday of each month from 7:30 - 11:00 am (EST).

We're excited to announce that we are launching a second Virtual Forum from **7:00 - 11:00 am (CST) on March 4th**. There are currently about 20 men on the invite list. This Forum will continue meeting on the first Thursday of each month.

These Forums are designed to help build community for those men who can't join an existing Forum as well as to help us launch new Forum venue locations. If you know business leaders who might benefit from joining a Virtual Forum, please contact your facilitator.

We've gone SOCIAL!



Were you aware that Iron Forums has both a Facebook and LinkedIn page? If you're active on either platform, please take a moment to follow us. This is a great way to stay connected and keep the conversations going between monthly Forums. Please comment often and share our posts through your networks, because we've found this is a simple way to spread the word about Iron Forums to entrepreneurs.

You likely have social media contacts that own or lead businesses — and when they resonate with one of your posts, it could introduce them to Iron Forums. We've seen happen often with

recent members sharing our posts. It starts a discussion and puts our "Andrew Principle" to work when you introduce another business owner to your facilitator — and they can invite him to Iron Forums.

In addition to engaging with our posts, please send us your Forum-related pictures, quotes and comments to share, adding to our "Collective IQ" and best practices among Christian business leaders.

If you have any questions or ideas please email Rob Marbury, Iron Forums Marketing Board Chair, at rob@marburycreativegroup.com.

Iron Forums Alliance Partners are Here for YOU.



As an Iron Forums member, you have access to our Alliance Partners who are specifically set up to help Christian business owners. These include men's ministries and other Christian business-related organizations, such as Alliance Defending Freedom. You can find them on our website, accessible from our home page, and they invite you to connect with them whenever a need arises.

BOARD MEMBERS

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TRACTION TIP**KEY METRICS**

When driving my truck I often look down at my speed, and occasionally at the “miles left” in my gas tank. I hardly ever check the oil pressure or engine temperature. I never monitor the engine’s oxygen sensors. Unless a warning light comes on, I don’t go any deeper into the status of my truck’s engine because I have just enough information on my dashboard.

What are the key metrics for your business that are essential for you to monitor its health without going too “deep?” EOS® businesses learn to simplify their business Scorecard — listing 5-15 “measurables” (less is more!), and setting goals that can be impacted by weekly activity. Year-to-Date sales is important to know; yet, measuring the number of weekly prospect calls gives you more concrete insight that you can take quick action on. Similarly, measuring days of backlog provides you a good forecast of potential revenue.

The goals on your Scorecard should be for weekly, activity-based measurables. This allows you to review and confirm your most important activities are on-track each week. If one is off-track, you can do something now to resolve it next week. Waiting a month or a quarter for results postpones your ability to take corrective action.

The EOS® Scorecard is a set of weekly, activity-based goals that indicate you’ve had a great week. Hitting them will help you meet your quarterly goals. When the quarterly goals are met, annual goals will be met, too. Ready to talk about your Scorecard?

Brent Stromwall:
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MEMBER SPOTLIGHT:

Shawn Maloney

Wife: Debbie (Married 16 years)

Children: Michael (25), Leah (22), Amanda (20) & Grandbaby Waylon (1)

Church: Graystone Church

Forum: Snellville

Please share about your business

I am an agent with Alfa Insurance (The Doug Blevins Agency) and we also partner with Lincoln Financial. I am a retirement specialist and work with clients to prepare and execute personalized retirement plans. I show people how to grow and protect their retirement savings from fees and market risk. You can learn more at www.retireassured.solutions

I really love helping people plan for, secure and enjoy a happy retirement. As a local agency I believe we have unparalleled personal service. I also provide complete personal and business insurance lines.

Who invited you to Iron Forums?

(Who was your Andrew?)

I was invited by my good friend Barry Lusk (you may have heard of him). I

saw and experienced great men’s small groups at church with Barry and was excited to see him get involved with an organization like Iron Forums.

What’s your favorite part of the Snapshot?

My favorite part of the Snapshot time is the transparency of brothers sharing their stories, struggles and victories. It is so powerful and comforting to be with a group of Christian businessmen willing to share openly, doing life together, leaning on each other and knowing we *all* have struggles and we are not in this alone. So much counsel and great advice is available, not to mention accountability.

How has Iron Forums improved your life?

Iron Forums has helped me keep Christian life in my business life, moving forward together to glorify God. Iron Forums has helped me keep focus on what is truly important and given me insights and accountability from other Christian men in both life and business.

Pictured below: Shawn’s middle daughter’s wedding in October, 2020. Left-to-Right: Shawn and Debbie Maloney, daughter, Leah with new son-in-law CJ, daughter Amanda, and son Michael (holding his son, Waylon) next to his wife, Kasey.



COMBINED APRIL MEETINGS:

APRIL
 15

The Sugarloaf, Snellville and North Gwinnett Forums will be combining meetings in APRIL, meeting at Sugarloaf Country Club on Thursday, April 15th. This will be a time for networking, fellowship and learning together.