

THE IRON BRIEFING



October 2021

Be very careful, then, how you live—not as unwise but as wise, making the most of every opportunity, because the days are evil.

— Ephesians 5:15-16

Let's commit to pray for each other to be men who live and lead with God's wisdom at work and at home.



**WEAR YOUR FAITH
ON YOUR SLEEVE**

...or your cap...or your breast pocket...

Visit IronForums.org and order some cool apparel. Who knows? It may get you into a faith conversation with fellow entrepreneurs. Multiple colors to choose from! Find it in the "Members" drop-down menu.

DO YOU KNOW A FUTURE FACILITATOR?

The leadership team is entering "recruiting season" and looking for men who feel called to mentor and lead Christian business owners. Please call Barry Lusk at 386.383.7679 if you have a potential contact we should consider for new Forums (and it could be you).



Randy & Allison Collins



Brent & LeAnne Stromwall



Paula & Phillip Williams



Tempa & Michael Kohler



Chris Nedza, John Fry, Casey Sanders, Cathy Fry



Kelli & James Willard



Captain Mike Townsend



Brian & Amy Sulka



Melba & Alex Rosa



Rebecca & Jeff Muires
Carol & Mark Carson



Barry Lusk, Jason McCart

2021 Iron Forums Lake Lanier Boat Cruise

The weather was beautiful and so were the smiles! Thanks to "Captain Mike" Townsend and his wife Stephanie for hosting the Iron Nation and our brides for a 4 hour tour and dinner on board the "Sea P.A. II" Sunday, September 26th.

What a great example of how our culture extends beyond the monthly Forums, moving us from acquaintances, to friendships, to brotherhood. Keep an eye out for more events, including the 2022 Conference!



BOARD MEMBERS

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|-----------------|--------------|------------------------------|
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LOCATIONS & FACILITATORS

| | | | |
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EOS® TRACTION TIP

How to Deal with the Issues

Many businesses only achieve lackluster results because senior management does not make solving the business' problems a priority. Issues are wide-ranging, from finances to personnel, sales, marketing, legal, IT, bad clients, vendor relations, quality, delivery, or market pressures just to name a few. Even in the engineering company I helped lead for 30 years, we engineers (trained problem-solvers) swept the not-so-pleasant issues under the rug.

What typically happens when an issue isn't addressed is someone raises the issue in the next meeting, only to be talked about, again, ad nauseam with no conclusion or resolution. And the cycle continues. The issue gets named and people start talking about it in the halls, at lunch, and behind closed doors, and morale starts to suffer. The leaders aren't leading...they're avoiding.

One key component of the EOS Model™ is "Issues." The EOS® approach to addressing issues includes providing a venue, guidelines, and a process to Identify issues, Discuss them, and Solve them (IDS).

Becoming proficient at solving your business problems requires a method, guidance, and repetition. Send me a note if you're interested in learning how to adopt IDS into your business and start knocking down the issues for good.

Brent Stromwall at
bstromwall@odigos.llc.

MEMBER SPOTLIGHT: Robert Burke

Wife: Mai-Lynn

Years Married: 3

Children: Son, Robert III - 2

Daughter, Maryanne - 6 mos

Church: "virtually" attending Jesse Lee Peterson's church in Los Angeles

Forum: Cobb

What is the name and focus of your business?

Sobo is a business advisory firm that focuses on helping small businesses (that want to grow) move forward. We call those Smart Businesses. Our vision is a business advisory software platform for small business, which we plan to accomplish by 2024.



Tell us about the recent recognition your company just received.

Sobo was recently recognized as one of the top management consulting firms in Atlanta by Daily Finance. It wasn't expected or paid for, and we praise God for it. Having only pivoted from IT Consulting to Business Advisory less than two years ago, we receive it as confirmation we're on the right track.



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

I heard about Iron Forums from Brent Stromwall and Randy Brunson. After meeting Facilitator Bruce Witt, I was sold.

What is your favorite part of the Iron Forums Snapshot?

My favorite part is getting consistently rated with 10's by my wife each month.

How has Iron Forums improved your life?

I've made many new friends and have greatly expanded my network of fellow Christian business owners. This has had a tremendous impact on my life that I am sure will continue to grow in impact over time.

Iron Conference



Genesis: First Things First



September 16-18, 2022

Register Now @ IronForums.org (events tab)

— spaces are filling up fast —