

THE IRON BRIEFING



MAY 2022

The Lord bless you and keep you;
the Lord make his face shine on you
and be gracious to you; the Lord
turn his face toward you and give
you peace.

— Numbers 6:24-26

*Lets take a moment each week to ask
God to bless our families, our employees,
our customers and our vendor partners,
and see what He does with it.*



LIFEWORK LEADERSHIP UPDATE

We believe that every Iron Forums member has either a co-leader, employee, friend or family member that could benefit from our ministry partnership with *Lifework Atlanta*. Lifework is an 8 month program focused on developing and transforming leaders right here in metropolitan Atlanta. The Iron Forums leadership team has participated in many classes and we highly recommend it. Scan the QR code to learn more, or apply for the upcoming session.

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SPRING LAWN PARTY = COMMUNITY

The Lord's favor was evident as about 40 Iron Couples gathered for our annual Lawn Party, April 24th! The opportunity to gather with our wives is always so encouraging and fun. We laughed, enjoyed community, games and good eats. A big THANK YOU to Iron Forums members, Jed Strange and Jon King with **Gather Grills**, for treating us to some wonderful appetizers from their unique griddle, firepit, smoker, table, grill.



EOS® TRACTION TIP

"Jiro Dreams of Sushi" is a documentary that follows an 80-year-old master sushi chef in Japan. Jiro's restaurant, located in a subway station, charges \$300 a plate for a 15-minute dining experience. Jiro lives his life and runs his business with the phrase *"Ultimate simplicity leads to purity."*

As your company grows, keeping things simple becomes more important and rewarding. If you are fortunate enough to grow a leadership team, your role will move from individual contributor to leader. Mastering the phrase *"Less is More"* pays off in simpler messaging, clearer tasks and less waste.

Simple does not mean easy. Before rolling out a process, policy, or organizational change, challenge your team and yourself to see if it is necessary. Looking outward and seeking objective advice from others is one way to make sure you are keeping things simple.

Simplicity forces you to face the hard problems in your organization. Are you creating a new procedure to cover an upstream quality issue? Is your new office policy necessary because you have the wrong person in your company?

Simplicity leads to mastery, and mastery attracts success. Clarity in your vision and simple messaging will shape your culture and sniff out complexity. Simplicity is rewarding and profitable.

EOS® implementers are trained to identify organizational complexity. You can start a conversation with an EOS® implementer by emailing

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STAFF SPOTLIGHT: BLAKE GODBEE

Wife: Daniela **Years Married:** 9

Children: Daughter, Maya (5), and two sons Jax (3) and Finn (1)

Church: 12Stone Church

Forum: Virtual Forum Development

Blake Godbee has just joined Iron Forums as our Virtual Forum Development Director. He has been a part of 12Stone Church for decades and had the privilege of serving on staff there as a pastor for 8 years. We are fortunate to have Blake's skills helping build out virtual forums in each of the 4 key US time zones to reach more isolated business owners.

What are you most excited about regarding your new role?

Without a doubt, I'm most excited to build relationships with the Iron Forums community and to help create environments that facilitate growth.

What intrigued you the most about working at Iron Forums?

I love people and I love seeing people grow into the person God has created them to be. To be a part of an organization that is working towards that same purpose is really exciting.

Why do you think Iron Forums is important in the world today?

So many men in today's world live isolated. A big reason for that is there are not many trusted, safe, environments where men can be transparent with one another. Iron Forums is building communities and creating spaces that fulfill one of the



most important God-given needs that we all have: the need for community.

How did you end up at Iron Forums?

A good friend of mine mentioned Iron Forums to me in a casual conversation and it immediately sparked my interest. After a phone call with Barry, I jumped into an IF gathering in Snellville. After that, I was hooked! I knew I wanted to be a part of what was happening in this community, and by God's grace it turned into joining the team.

What is one piece of encouragement you'd like to give other dads with small kids?

Ha! I'm far from knowing what I'm doing, all I can say is, I'm in it with you!

What do you do for fun?

I tend to enjoy things that challenge me and help me stay healthy. I train Brazilian jiu-jitsu, I like to swim/bike/run (just completed my first IronMan 70.3), and I recently began playing golf.



Genesis: First Things First

