

# THE IRON BRIEFING



SEPTEMBER 2022

Whoever can be trusted with very little can also be trusted with much, and whoever is dishonest with very little will also be dishonest with much.

— Luke 16:10

What precedents are we setting as we build our businesses? Let us take these words to heart.

## BIBLICAL PRINCIPLES FOR YOUR FINANCIAL HEALTH

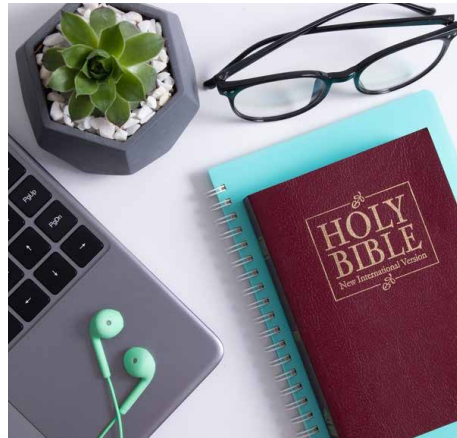
> Podcast on [IronForums.org](http://IronForums.org) <

Most people are surprised to know how much the Bible has to say about finances. In fact, there are over 2300 Bible verses that talk about wealth, and possessions. Iron Forums

Sugarloaf member, *Kerry Mallory* from *Ronald Blue Trust* shares some valuable tips that can help us all be financially healthy and wise. Check it out under "Podcasts" and have a listen.



## You Could Impact Your Staff and Network with Lifework Leadership



**Iron Nation**, God has gifted us with an incredible opportunity to sharpen male and female Christian marketplace leaders through *Lifework Leadership Atlanta*! We want to ask every Iron Forums Member and Advisor to consider recommending *one* person to your facilitator for our upcoming class that *begins on October 6th*. Your facilitators have brochures with all the details to pass along to people in your network, and you can invite them to visit [LifeworkLeadershipAtlanta.org](http://LifeworkLeadershipAtlanta.org).



This is sure to be a transforming journey for those who take it with us. The chart above offers a glimpse into what the 8 month journey will look like through a study of the leadership of Jesus, with Guided Discussions, Case Studies and Keynote Speakers. Feel free to reach out to Barry Lusk if you have any questions.

## IRON FORUMS AND THE LOCAL CHURCH



Iron Forums' connection to local churches is a critical element of the body of Christ. Many churches (and pastors) truly value the concept of marketplace ministry, referring isolated business owners to us. How about YOUR church, or YOUR pastor,

or YOUR men's group leader? Is there an opportunity for us to connect directly to them, offer our services to their members, and even make a brief presentation? Let your Facilitator know TODAY, and let's reach and serve even more Christian business owners.

### BOARD MEMBERS

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## TRACTION TIP



### STAY FOCUSED

Earl Miller, professor of neuroscience at MIT, says that when people say they can multitask they're deluding themselves. The brain does not process more than one task at a time. "You're not paying attention to one or two things simultaneously, but switching between them very rapidly," Miller says.

Because humans are wired for community, our brains desire to connect. Every email, text message, ping and buzz from Twitter, Facebook, Instagram, or email alerts, all cause you to lose focus on your primary task. And each time your brain has to switch there's a delay as it takes time to refocus on each new task. Studies show that it takes an average of 15 minutes for the brain to re-orient to a primary task after a distraction.

This all costs your business money and undermines developing healthy work relationships. Just imagine how inefficient you are when it takes the brain 15 minutes to catch up. Studies reveal that we can be up to 40% less effective in addition to being more prone to making mistakes. The cost of not staying focused can pile up!

What can you do to minimize the money leak? First, (the obvious): turn off notifications. Schedule time once or twice a day when you check email, texts, and social media - and stick to it! Second, consider if interrupting a colleague or employee is worth it. Your interruption will cause them to lose time and energy as they switch focus. Finally, evaluate if you are expecting your employees to "multitask." If so, you are creating a culture that rewards inefficiency.

Let's talk about how to stay focused:  
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## MEMBER SPOTLIGHT: GREG HARPER

**Wife:** Julie Harper

**Years Married:** 41

**Children:** Stephanie (35), Britney (34), Will (32)

**Church:** First Redeemer Baptist

**Forum:** North Gwinnett

### *What is the focus of your business?*

My business, Lakeshore Sales Advisors, helps small to midsize businesses in the areas of sales and marketing. My services range from weekly coaching to fractional sales leadership with an emphasis on processes, accountability, people and sales/marketing strategies.

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

Brent Stromwall, table leader at Iron Forums North Gwinnett.

### *What is your favorite part of the Iron Forums Snapshot™?*

I love the different perspectives I get from each snapshot member. Whether it is a business related topic or a spiritual topic, these different perspectives are of great importance to me. The Iron Forums Snapshot is the first and only group I've been associated with where the discussions are centered on faith, family and work. It allows me to see how my faith in Jesus impacts these crucial areas of my life. I love meeting with like minded business men who are grounded in their faith. They hold me accountable for my faith walk and my relationship with my wife and children. The opportunity to discuss business issues and get input from other business owners is extremely beneficial. The snapshot has also introduced me to experts in all areas of business and life so if I have a large burning issue that I need help with, I know there is someone within Iron Forums that cares enough about me that they would be willing to take time out of their schedule to meet with me and help resolve this issue.



### *How has Iron Forums improved your life?*

It has helped me to be more transparent and honest with who I am. We all fail, but until I heard others admitting failure and being transparent about it, I did not realize how my failures could help others. It has allowed me to understand how my shortcomings can be used in my testimony when sharing the Gospel. Owning my failures also allows me to do a better job of helping other business owners. The transparency at Iron Forums allows everyone to let down their guard and get real about any particular business issue — or even family issues — without the fear of being judged. I look back at times in my life when I really needed a business mentor but was just too afraid to ask for fear of being judged. I love helping people, and Iron Forums is helping me be a better business coach but more importantly it is helping me be a better witness for Jesus.

**LAKESHORE**  
SALES ADVISORS