

THE IRON BRIEFING



NOVEMBER 2022

For you created my inmost being; you knit me together in my mother's womb. I praise you because I am fearfully and wonderfully made your works are wonderful, I know that full well.

— Psalm 139:13-14

Every part of who we are was intentionally designed by our Great Designer to glorify Himself and bless those around us.

rightnow MEDIA
@WORK

A GREAT RESOURCE FOR YOU & YOUR TEAM

Right Now Media @ Work has teamed up with Iron Forums, allowing us to host ALL of our self-created content on a page within their platform. This also gives us access to content from Christian leaders outside our network, such as Patrick Lencioni, David Salyers, and David Green.

Don't forget that as a member of Iron Forums, you have access to all Iron Forums content so you can review it with your leadership team. You are also able to search among tens of thousands of videos and lessons to find relevant content covering topics like leadership, parenting, and finances.

If you don't have access to the Iron Forums page at RightNowMedia.org, please let your facilitator know, or contact Rob Marbury, marketing chair, at rob@marburycreativegroup.com.

Joy by Design



More than just thankfulness, let's practice appreciation this season. Whether at work, home, church, or on the playing field, we all want and flourish in community. In fact, God designed us to thrive in community – in loving relationships with Him and others. But, simply expressing "Thank you," or handing someone a gift card or a bonus check isn't enough to create community. While this demonstrates gratitude, this isn't true appreciation. Appreciation is noticing and experiencing the good and beautiful aspects of life in a relational and personal way. Appreciation is something that we feel in our bodies—it has an effect. The problem with merely expressing gratitude is that it's not relational. If there's no relating, there's no community.

Part of community requires us to relate and experience joy. That means someone is glad to be with us. Their gladness activates the relational circuits in our right brain. We need someone who is important to us to be kind,

gentle, understanding and empathetic. Another way to say this is—we feel loved by our people.

This is where appreciation comes in. We help others experience joy – and feel loved – when we practice appreciation. Appreciation helps us become relational so that we can grow our community.

God designed us to store our positive, joy-filled memories in the right, prefrontal cortex of the brain. When we reach back in time and relive an appreciation moment, our brain must energize and actively use the right-brain relational circuits to recall that memory. In his book *The Joy Switch*, Chris Coursey calls appreciation "packaged joy." Each of these memories is a gift waiting to be unwrapped and re-experienced - feeling it in our bodies. As they are, we rebuild our joy and peace which we then share with others. These free joy-gifts are available to us to be re-experienced and shared over and over again!

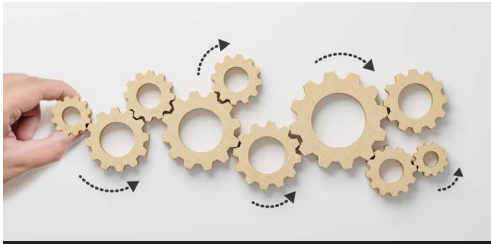
Practicing appreciation prepares us to be relational with others – to express "I'm glad to be with you." It enhances every aspect of our interactions with others. Joyful community will grow as we practice appreciation. Joy will grow as we teach others – co-workers, employees, spouses, children, and grandchildren – all to do the same. Then we can bask in the joyful goodness of our growing, loving community. — **Brent Stromwall, Iron Forums Board Member**

BOARD MEMBERS

MARC CARSON	404.406.5235	MJCHUNTER58@GMAIL.COM
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

ALPHARETTA	MARK PUGH	404.409.3809	MPUGH@IRONFORUMS.ORG
BRASELTON	BARRY LUSK	386.383.7679	BLUSK@IRONFORUMS.ORG
COBB	BRUCE WITT	678.637.9890	BWITT@IRONFORUMS.ORG
GWINNETT (SN, SL, NG)	BARRY LUSK	386.383.7679	BLUSK@IRONFORUMS.ORG
VIRTUAL	BLAKE GODBEE	770.841.1866	BGODBEE@IRONFORUMS.ORG

TRACTION TIP**PROCESS - DOCUMENT 20/80**

“Process is about doing the most important things the right and best way every time,” says Mike Paton EOS Implementer at EOS Worldwide, and co-author of *Process! – How Discipline and Consistency Will Set You and Your Business Free*. Leaders running their businesses on EOS® learn the simplified method for creating and documenting their core processes.

First, identify your core processes – those that are the most important things that get done repeatedly in your business. These may include your HR, sales, marketing, and customer service processes, your finance, and your operations or delivery processes.

Next, the leadership team takes ownership of writing each process using a simplified 20/80 approach. We don’t need an 800-page SOP manual. We need simplified, easy-to-teach-and-follow processes. We believe that you get 80% of the value when documenting just 20% of the process. Keep it at a high level with just the major steps in the process. Approaches include outlines, checklists, videos, and workflows – whatever works best for your employees.

Finally, the core processes are packaged up, given a title that everyone will use to refer to them, and made readily available to everyone in the business.

This is the EOS®, entrepreneurial approach to documenting your business’s core processes. It’s simple, does not take a lot of time, and increases the value of your business with improved consistency, quality, and efficiency. Next month we’ll talk about getting your processes Followed By All.

Contact me for the new *Process!* book from EOS: brent.stromwall@eosworldwide.com.

EOS® is a registered trademark of EOS Worldwide (<http://www.eosworldwide.com/>).

MEMBER SPOTLIGHT: JOEL FERDINAND

Wife: Robyn A.D. Ferdinand

Years Married: 15

Children: Finn (12)

Church: 12Stone Church
(Hamilton Mill)

Forum: Sugarloaf

What is the focus of your business?

I am the Global General Counsel and Managing Partner of Litigation, at FisherBroyles, LLP. I am responsible for running the day-to-day of the international law firm with a great team. We are a full service law firm, primarily handling business matters. Personally, I am a business trial lawyer representing large companies, family owned businesses, and mom and pop shops in all facets of commercial litigation and risk management. I spend the bulk of my practice time counseling businesses to avoid risk, structure/restructure, assist in negotiations, and scale.

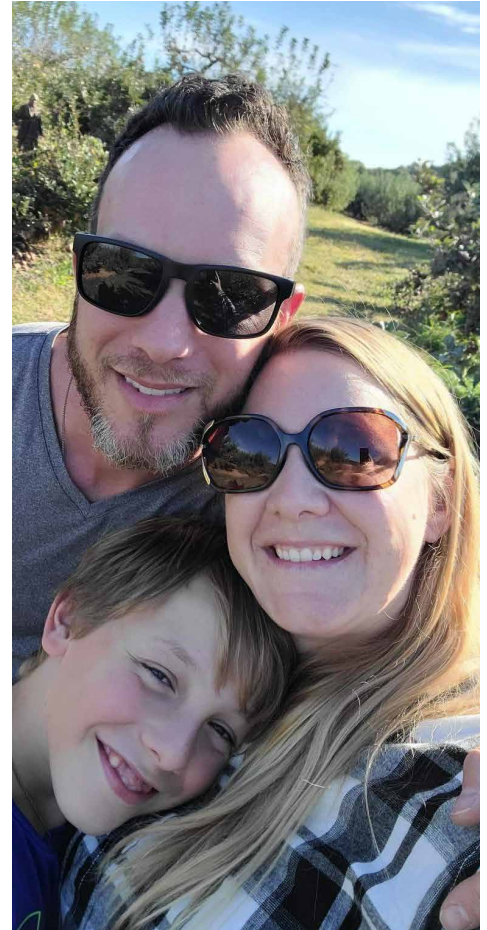
Fisher Broyles®
A Limited Liability Partnership

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

Travis Buchanan is a dear friend, and is also Finn’s baseball coach this season. He invited me several times before I finally accepted (thank you, Travis!).

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

I love the honesty and caring from the men at my table. The Snapshot keeps me centered, focused, and honest. My favorite part is speaking candidly with my group, which provides guidance and insight. They have permission to call me out in a loving environment. Iron Forums is one of my favorite times of the month. I leave feeling spiritually centered, refreshed, and ready to tackle the balance of my month.

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

I believe in the mission of Iron Forums and the 4H Growth Possibilities (Hungry, Healthy, Humble, and Holy Spirit Driven). Iron Forums has provided the setting to be around amazing business and community leaders that share the same vision and most importantly desire to serve God. I am grateful to all members for your friendship and fellowship together. Separately, Iron Forums has allowed me to take a step back in this season of my life and take an inventory of where I stand against these growth possibilities. I am thankful for Iron Forums and look forward to the unlimited growth possibilities ahead as we advance God’s Kingdom work. As it is written in the Word in Phil 3:14, “I press on toward the goal for the prize of the upward call of God in Christ Jesus”.