

THE IRON BRIEFING



AUGUST 2023

May the God who gives endurance and encouragement give you the same attitude of mind toward each other that Christ Jesus had, so that with one mind and one voice you may glorify the God and Father of our Lord Jesus Christ.

— Romans 15:5-6

**NEW LAWN PARTY DATE:
OCTOBER 1ST**



NEW LIFEWORK CLASS

Lifework Leadership Atlanta is a faith-based leadership development program for influencers in Atlanta. Lifework strives to breathe new life into marketplace leaders, equipping and inspiring them to live more intentional, Kingdom-centered lives. The goal is to become a greater force for God.

Registration is OPEN for our next class, starting in OCTOBER. Our 2023-24 Keynote Speakers include Joel Manby, Chuck Bengochea Stewart and Lisa Cink, Mark Price, Kelvin Cochran and more! Use the QR to learn more.



Maximizing Your Membership

It is a unique privilege to have men and women who serve Iron Nation as Advisors. One way our members can maximize their membership is by knowing and utilizing our Advisor Corps in personal, family and/or professional issues. While all our advisors are listed in a directory on the Iron Forums website, your facilitator

will provide you with a hard copy Advisor directory once or twice a year. We envision cross pollination happening between members and advisors from different forums based on needs and advisors' passions and expertise. Here are two wonderful examples of advisors helping members.



Having Rob Briscoe (Monroe and Braselton) be an advisor for my small business has been invaluable. As an advisor he has provided guidance based on his experience and expertise, helping me navigate challenges and make informed decisions. His insights and strategic input has significantly enhanced the growth, viability and success of my business.

Yvener Liberal (Sugarloaf)



While sitting down and meeting with Marc Carson (Braselton), he was able to highlight areas where I could grow as a company that could be stepping stones in the right direction. He gave me ideas to implement like documenting our processes and procedures of everything that we do so we can structure and scale correctly. He encouraged me and most of all, he listened.

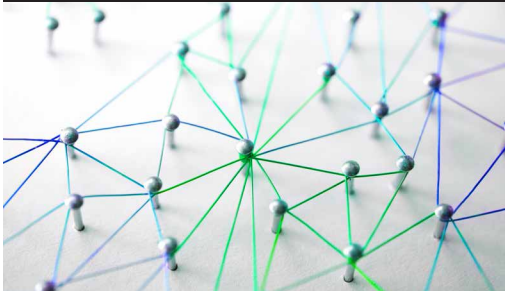
Matt Venable (Virtual)

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TRACTION TIP**BREAKING THROUGH, PT 7:
STRUCTURE**

Structure is the fifth of The Five Leadership Abilities™ taught by EOS Implementers that helps businesses work on what it takes to break through the ceiling. Without clear lines of accountability, it can be difficult to ensure that everyone in the organization is working towards the same goals.

Businesses running on the Entrepreneurial Operating System® (EOS) create their Accountability Chart™ for both structure and accountability. This chart lays out the various roles within the organization and defines who is responsible for what. It can help to clarify expectations and ensure that everyone is on the same page. By using this chart, leaders can create a more efficient and effective organization.

The organization must also take action to ensure people are fulfilling their responsibilities. So, each team participates in a Level 10 Meeting™. This is a weekly meeting where the team comes together to review progress against commitments, identify issues, and set priorities for the coming week – holding one another accountable for what they agree to get done. This nurtures discipline and accountability so businesses get more priorities accomplished.

As John Maxwell once said, “Accountability separates the wishers in life from the action-takers that care enough about their future to account for their daily actions.” By embracing accountability in their business, leaders and staff can become disciplined action-takers and ensure the success of their organization.

Create Structure in your business:
brent.stromwall@eosworldwide.com.

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MEMBER SPOTLIGHT: STEVE LANDRUM

Wife: Trish Landrum. Married for 31 years on August 22.

Children: Will (28), Haley (26). Both happily married.

Church: Sam Jones Methodist Church – Cartersville, GA

What is the name of your business?

I am the president of Etowah Sales Solutions, and a partner with Neri Capital Partners.

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

I help business owners scale their revenue by installing predictable sales structure, methodology, and sales personnel, and then manage those resources for the business. I also can help the business owner monetize their life's work by selling their business through Neri Capital Partners, when they are ready.

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

A high school friend introduced me to Bruce Witt a few years ago.

What is your favorite part of the Iron Forums Snapshot?

I am amazed when one of the guys in my Snapshot Group prays for me, my family, and my business. For a member to make a petition to the Lord for my blessings is such a humbling moment each month.

How has Iron Forums improved your life?

I've benefited from having great business mentors over the years as I developed in my career. I've thoroughly enjoyed sharing those experiences and knowledge with younger business owners experiencing some of the same issues I faced. I've also really appreciate the business content that Bruce Witt presents in a biblical lens, and ideas on how to apply it in the market place.

