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Name

Date

## CONTENT MODULE SUMMARY SHEET

# ***IDEALS: Business & Family*** by **Gary Smith**

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### INTRODUCTION

Gary Smith is the visionary of Iron Forums — following God’s prompting to start this ministry in 2023 to help entrepreneurs come out of isolation and into community. Over the years he has helped shape the list of “ideals” for the people who serve as facilitators, table leaders, advisors, and members. These ideals are what we call “the 4 H’s,” at Iron Forums — but there is an opportunity for us as leaders to instill and follow IDEALS for business, and even family!

Join Gary and Iron Forums Board Chairman, Rob Marbury as they discuss the value of the IDEALS in building a strong culture at work and in your family.

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### SCRIPTURE

As the deer pants for streams of water, so my soul pants for you, my God. — *Psalm 42:1-2*

True humility and fear of the Lord lead to riches, honor, and long life. — *Proverbs 22:4*

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### CONTENT

*This is just an outline. Be sure to add your thoughts and listen to the Holy Spirit to see what He may be speaking to you about this topic.*

#### **IDEALS Identify the Best Clients for Your Business**

- Key Takeaway: It’s essential for businesses to intentionally define their ideal clients, ensuring a good fit based on values and business needs.
- Evaluation criteria could include:
  1. Paying bills on time – important for small businesses.
  2. Respect for staff – ensuring clients treat employees well to maintain morale.
  3. Win-win orientation – clients who care about both sides of the business relationship.
  4. Budget – clients must have the resources for the company’s products or services.
- Importance of firing bad clients who do not align with these principles.

#### **IDEALS Help Evaluate the Best Supply Chain Partners**

- Key Takeaway: Just as with clients, it’s crucial to assess supply chain partners for long-term success.
- Criteria for ideal suppliers could include:
  1. Communication – timely, honest communication is critical for managing expectations.
  2. Trustworthiness – suppliers who consistently provide accurate information.
  3. Rewarding partnerships – companies that offer discounts for early payments.

## **IDEALS Apply to Personal Relationships**

### **Family and Friends:**

- The concept of ideal relationships applies not just to business but also to personal life, especially in family settings.
- IDEA: Choosing a spouse: One of Gary's sons created a list of qualities he wanted in a wife, with a focus on finding someone who loves Jesus.
- IDEA: Friends for children: Parents should teach their children biblical principles for selecting friends who reflect good character traits, such as kindness and sportsmanship.

### **IDEALS Establish Family Rules**

- Family rules based on biblical principles can provide a strong foundation for raising children.
- Rules should be simple, well-communicated, and consistently enforced.
- The goal is to focus on training children rather than constantly disciplining them, leading to stronger, healthier family dynamics.

### **Conclusion**

- Evaluate your ideal clients and relationships, both in business and personal life, to ensure long-term success and alignment with values.
- There are clear benefits from defining ideal clients and relationships and a cost from failing to do so.

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## **DISCUSSION QUESTIONS**

1. Why is it essential for businesses to clearly define their ideal clients, and what risks arise when they fail to do so?
2. How can respecting staff and maintaining a healthy work environment be impacted by client relationships?
3. In what ways can businesses benefit from evaluating their supply chain partners and making intentional decisions about whom to work with?
4. How can families apply the idea of "intentionality" when it comes to setting up rules and guiding children in choosing their friends?
5. What are the long-term benefits of maintaining relationships (whether in business or personal life) that align with biblical principles, such as integrity, respect, and faith in Christ?