



[3SIXTYManagementServices.com](http://3SIXTYManagementServices.com)

## A Personal Message from Rocky Romanella

Welcome to our new bi-weekly newsletter. It is my sincere hope that I can provide information that can enhance your team's business leadership. You are welcome to forward this newsletter to others who might benefit from the information it contains. Please feel free to contact me personally with any questions or requests for more information.

## Leadership Training: A Strategic Investment



Rocky Romanella  
Senior Partner  
3SIXTY Management Services

### Don't Let Your Strength Become Your Weakness: Forbes

I appeared in a Forbes interview with Alastair Dryburgh in which I stressed that we must avoid the trap of turning strength into weakness. Sometimes we see an obvious path to growth, but it may be a trap. Follow that path and your strength may become your weakness. Growing value, and not focusing on price and volume, will help prevent you from becoming a commodity. For this to happen you will need to be more transformative in your approach. [READ MORE](#).

### Turn Simple Lessons Into Tangible Results: New Theory Magazine

I am pleased to announce that I am now a New Theory Magazine contributor. New Theory Magazine is an online platform for forward thinkers. It provides readers with exclusive access into the minds of thought leaders covering inspirational content such as business, health, fitness, hot topics and much more. New Theory Magazine is designed to offer you a view from the inside out. The evolution of thought often begins with a "New Theory".

As a contributor, my goal will be to challenge you to think of your business and your relationships with your key constituents in new ways. This approach has helped me shape simple yet thought-provoking lessons into tangible results. I constantly challenge myself and others to not stop at the first right answer, to look past that first "right answer" as you manage your operations. [READ MORE](#).



## Coach's Corner

### Be the Best Coach You Can Be

One of my favorite quotes is from legendary UCLA Coach John Wooden, whom I had the great pleasure to meet and interview. He said, "Good values are like a magnet – they attract good people." Coach would have been 108 this year.

Coach Wooden helped shape my life and values. As a Balanced Leader, I believe it's my duty to positively impact the experiences of those in my charge. [READ MORE AND SEE MY INTERVIEW WITH COACH WOODEN.](#)



# Tighten The Lug Nuts



While more and more Business Leadership Books are flooding the market, it seems like less and less of them are creating game-changing "aha" moments. If you're looking for a game-changer in business and leadership and an "aha" moment, make Tighten the Lug Nuts, written by Sr. Partner, Rocky Romanella, a must-read for your team, and see the difference quality mentoring makes in your day-to-day operations. [READ MORE.](#)

**A Great Fathers Day Gift**

## Free Assessment



### Transform Your People

As part of our training offering, the 3SIXTY team can incorporate Tighten the Lug Nuts as a foundation for a variety of [group training sessions](#) to help your team become more effective and take on bigger and more significant challenges. The 3SIXTY business leadership training team brings decades of experience in our partnership with you to tailor comprehensive leadership development curriculums for your people and train them on skills that will transform your organization. [READ MORE.](#)



Listen to Rocky on the air on June 14 on  
The Authors Show  
[www.theauthorsshow.com](http://www.theauthorsshow.com)



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