



3SIXTYManagementServices.com

A Personal Message from Rocky Romanella

Welcome to our 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 Through Thought Leadership



Rocky Romanella
Senior Partner
3SIXTY Management Services

New Informative Podcasts

Leadership Happy Hour with Chip Lutz, CSP

What is hard work without enthusiasm? It's just hard work - and it gets old fast. Enthusiasm is a primary driver of job satisfaction and one's sense of accomplishment. In this segment we also discussed my new book, *Tighten the Lug Nuts* and the importance of leaving a legacy. The primary focus of our conversation was Balanced Leadership.

The Balanced Leadership Model helps us build momentum when we focus on three key constituents: customers, people and shareowners. Highly effective leaders must have balance when considering their business. Implementing the Balanced Leadership models helps team members:

- Think like a customer by approaching each challenge as a true solutions provider.
- Feel like a valued contributor by knowing their work matters and never compromising on safety.
- Act like an owner by creating an environment where every member of their team understands the business plan and what leads to success.

Be Real Show

In this segment, we discussed how to help businesses and teams optimize their outcomes. We talked about the all-in mindset of business owners and how to build processes that can be maintained both short-term and long-term. Finally, we talked about how a company's primary strength can become a core weakness if the mindset of that company is inflexible. We discussed how the concept of flexibility has impacted industry leaders such as Apple, Gateway, Sears, Walmart, AOL, Comcast and others.

You can listen to the full podcasts [HERE](#).

Commercial Vehicle Solutions Network (CVSN) Keynote

I am very pleased to announce I will be the keynote speaker at the upcoming Commercial Vehicle Solutions Network Summit at Chateau Elan in September. My focus will be to challenge participants to begin to think in new ways about both their business and their relationships with key constituents. We will focus on four key concepts:

- * Great leaders have great character
- * Balanced Leadership
- * Think like a customer
- * Constantly question your status quo

If you have an upcoming event, you can take it to the next level by contacting 3SIXTY. We can help you develop a dynamic and motivating program for your team - everything from keynotes, breakout sessions, to lunch and learns and more. We can help

you bring to life vitally important concepts from our Business Leadership Training curriculum. Find out more about our approach to [BUSINESS LEADERSHIP TRAINING](#).

Keynote Speaking from an Engaging Speaker

Rocky is the Founder and CEO of 3SIXTY Management Services, LLC, a management consulting firm specializing in Keynote Speaking, Business Leadership Development and Consulting Services. With over 40 years of “boots on the ground” leadership experience, Rocky creates excitement through his energy, passion and knowledge. He will connect with your audience, regardless of size, in a one-to-one conversational style. Rocky will paint a picture through his unique storytelling as he delivers his Keynote Speech. Through his Balanced Leadership Model, there is a laser focus on customer needs, employee empowerment and the demands of shareholders.

Rocky is an experienced CEO who, during his time at UPS, led one of the largest re-branding initiatives in franchising history; The UPS Store, revolutionizing the \$9 billion retail shipping and business services market. He also led the integration of more than 20 acquisitions that became UPS Supply Chain Solutions and led its improved financial performance, capabilities and global network footprint. After retiring from UPS his experiences grew to include, CEO and Director for UniTek Global Services, a telecommunications company and he is currently on the Board of Goodman Networks. Keynote topics designed to educate, inspire and motivate your audience, include:

Balanced Leadership – *deep dive into the Balanced Leadership philosophy along with eight drivers of success that are relative to all businesses.*

Think Like a Customer – *discussion focused on customer service and value proposition.*

Act Like an Owner – *focused on company culture and leadership principles.*

Feel Like a Valued Employee – *employee development and succession planning.*

Why Values Matter – *values are all about people and managing acceptable behavior, balancing profits, company goals and individual objectives.* [READ MORE.](#)

What Others Are Saying:

"Rocky wowed the audience with his relatability and deep understanding of what it takes to not just lead but lead successfully. He did his homework with the group; attending the roundtable session, asking intuitive questions and mingling at the receptions."
" Kristi Spargo, Managing Editor, JDT *National Association of Dental Laboratories.* [SEE MORE.](#)



Coach's Corner

Be the Best Coach You Can Be

I often think about the time I spent with legendary UCLA Coach John Wooden, whom I had the great pleasure to speak with and interview. Each newsletter, we will add a quote from Coach Wooden. He once said, "We don't control what the other team does to prepare. We can only control what we do to prepare."

Coach Wooden played a key role in helping me to shape my life and values. As a Balanced Leader, I strive to go beyond mere coaching. 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.](#)

Propel Your Organization Forward

Aligning your strategy, process and outcomes is key to developing and sustaining organizational momentum.

One of the keys to a successful organization is its Communication Strategy. Does your company have a **Marketing & Communications Playbook**? Does it include some of the following:

Business Objective

Communications Goal

Communications Objectives

Platform Message/Business Description

Value Proposition

Branding

Defined Communications Processes

Channel Management Strategy

The 3SIXTY team has vast business experience and can help you define, develop and help implement your Marketing & Communication Playbook. Learn how 3SIXTY solutions helps clients create a meaningful impact that accelerates growth, streamlines process and allows you to track results. [TALK TO AN EXPERT.](#)



Tighten The Lug Nuts



Tighten the Lug Nuts: An Amazon 5 Star Book

Who was the book written for?

Leadership is something we all have concerns about. Leadership is a concept that is not reserved for or only applies to certain people in business, government, and civic organizations. The reality is that no matter our age, gender, occupation, educational level, or position in life, each of us touches and influences other lives.

Through this extension, we are all leaders to someone at some time. It can be a person under our supervision or care, a spouse we honor and live with, or a child we nurture, a student we teach, or a player we coach. It could be as simple as a fellow member of our church or religious affiliation, club, league or association, but it is usually identified by the fact we have made a positive difference through our actions and examples. With this sense of responsibility and being lifelong learners, we are constantly in pursuit of knowledge, whether written or experienced, of how to be a good leader and how to improve our skills.

We take great pride in the books we have read and where they sit on the best-seller list. I often find that some of the best examples and learning experiences come from the stories we tell and the experiences we share. Sometimes they come from the stories we learned as children or read to our children as parents or grandparents. Leaders must develop emotional intelligence along with their educational intelligence and business acumen. Sometimes a simple story I find can help people see the bigger picture, promote moral and ethical behavior, and maybe, just maybe, not take ourselves so seriously that we lose sight of the fact that it is not always about us. [READ MORE.](#)

Free Assessment



Transform Your People and Your Operational Processes.

Is it possible for your company to grow and develop if your people don't grow and develop their business leadership traits and improve your business processes?

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.](#)



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